

LEARN HOW-TO...

- **INVITE** Booth Visitors before the show...

Your databases, customers lists, and quote log contains better prospect names than the show's attendee list. Let Richard show you how to use them for invitations and presentations.

- **EXCITE** Booth Staff during the show...

Let Richard teach you and your booth staff the latest in-booth prospect qualification and non-prospect dis-qualification techniques.

- **UNITE** Sellers w/ Buyers after the show...

*Let Richard teach you a **do-it-yourself** industry proven process that American Airlines named a "Best-Practice" in Trade Show Marketing that **assures 100% lead follow-up** after your show.*



Richard Erschik was an exhibitor himself for more than 2-decades. In 1986 he solved the lead follow-up problem with a home-grown (process) solution -- which he turned into a national service organization that American Airlines named "One of the most innovative companies in the country."

Today, Richard teaches his industry proven **Do-It-Yourself** process to trade show exhibitors to help them improve lead follow-up and maximize their trade show exhibiting ROI. No hardware/software req'd.

Mr. Erschik has been a featured speaker at the Exhibitor Show in Las Vegas for 15 years, CONEXPO, and IMTS since 1990. He has worked with Texas Library Association's exhibitors every year since 2003.

He has conducted more than 250 educational seminar presentations and was invited by show organizers to Canada, Mexico City, Belgium and South Africa to speak and teach their exhibitors ROI maximization.

Richard is listed on a number of professional speaker websites that include Great Keynote Speakers www.greatkeynotespeakers.com, World Class Speakers and Entertainers www.wcspeakers.com, and the Training Registry www.trainingregistry.com.

Attendees of Richard's sessions said...

- "This session made my trip worthwhile."*
- "Can't wait to return to the office and try this."*
- "Absolutely the best session I have attended."*
- "Erschik best on the program by far."*
- "Excellent session. Great speaker. Great stats."*
- "Fresh, funny and fantastic."*
- "My boss needs to see this."*

