

How to Have a Successful PRIMEtime

This guide below helps you plan for an efficient, effective and successful PRIMEtime experience!

PRIMEtime is a unique event that provides the opportunity to deliver your company's key, defining value and products. Buyers expect to meet with senior-level management. PRIMEtime is not a booth in a room, or a sales rep appointment—it is the place to deliver your corporate message and strengths.

Keys to Successful Meetings

- Come prepared.
- Know the clients you are meeting with and demonstrate it through your interactions.
- Plan and rehearse your presentation, in advance, even if it is just to one person. Don't "wing it."
- Tailor each presentation to each store.
- Bring enough handouts and samples for everyone.
- Have a focused message and stay with it.
- Plan time during your presentation for buyer feedback, questions and comments.
- Keep your message brief and to the point.
- Be informative and enthusiastic.
- Keep your meetings on time.

Tips for Your Presentation

- Share your company's vision of the college market and how your company is positioned to fulfill this vision.
- Highlight what distinguishes you in the market.
- Identify mutual benefits of working together.
- Know information specific to the account and school.
- Talk about your current partnership with the store and how it can be improved.
- Recap the past year (if applicable).
- Share marketing ideas for their store.
- Promotional initiatives and proven, successful promotions.
- Merchandising strategies.
- New products and trends for the coming year(s).

AVOID the Following

- Avoid saying negative things about your competitors.
- Avoid doing a full-blown presentation of your entire product line.
- Avoid high-pressure tactics. Don't be pushy.
- Do not begin to tear down your room early.
- Buyers meeting with you at the end of the event expect the same level of attention as the first buyers you met with.

Buyers Expect You To

- Be prepared.
- Know who they are, their store and what business they are doing with your company.
- Be focused and informative.
- Be excited about your product or service.
- Leave time for Q&A at the end of your presentation.
- Keep your meetings on time.

After PRIMEtime

- Follow up on all discussion items.
- Review meeting presentations and notes with your sales reps to ensure continuity when they contact or visit stores during the year

