

# INTERNATIONAL SALES DEVELOPMENT MAXIMISING YOUR TRADE SHOW INVESTMENT

## I HAVE AN OBJECTIVE

This objective has to be a measurable one in terms of orders to be placed and sales leads to be obtained (include connections with the press/ agents/ distributors & other Fashion stakeholders including consultants).

A successful selling strategy is about traffic and conversion. As nobody can convert 100%, you need to make sure you have enough names in the database.

The names of buyers in the database must be relevant and targeted ones otherwise you will be losing your time.

## II ACTION PLAN

Now that you have a strategy, you need to roll out the action plan. Make sure that the action plan starts AT LEAST 4 to 6 months before the show takes place. If not, get expert advice to optimise the work you will be doing at the last minute. This may be the reason why you are interested to work with GFM!

Remember that it must include tasks to be delivered pre/ during and after the show. It must include the Management and every staff member involved in the preparation.

GFM has developed a specific programme ( INTERNATIONAL SALES BOOSTER ) to help you go through all the necessary steps and ensure you are as ready as you can be. It is about implementing from the start International Best Practice. It is also about understanding that there are differences between a French and English buyer and between a British and American buyer.

Of course, get your collection ready and available on time – know how to edit the collection if necessary as showing too much is not always in your favour.

Also have ready a “domestic price list” (Europe/USA), brochure, line sheet, press coverage ...

TOP TIP : For Europe and the USA, a DDP price list is much better than an FOB price list.. Do not show €, £ and \$ prices on a single sheet!

Make sure you know your unique selling point (USP) and know how to answer questions about delivery dates, logistics and payment.

Bring enough business cards and 50 cards for a 3-day show is not enough!

NB: The action plan will be different depending on the country where you will be exhibiting.

GFM is a specialist for the USA and European markets and we train our clients how they need to make significant changes to their European approach when they are planning to show in the USA.

## Top 5 mistakes we see from some fashion exhibitors

1. They have not set up a series of measurable goals
2. They have not researched and approached targeted buyers prior to the show. Having buyers at the same price point does not make this buyer a good buyer.
3. Exhibitors believe that connecting once on the phone or by email is sufficient to convert a buyer into placing an order. This is far from being sufficient.  
An exhibitor told me that connecting brands and buyers is like courting. It is so true. You cannot get a boyfriend, girlfriend, husband or wife by only taking the person once for a good meal or a good event out. It is about building up confidence and trust over a series of connections.
4. Exhibitors do not train well enough their Team or partners (agents...) to maximise connection with buyers at the show, selling the Brand DNA or taking orders
5. Exhibitors fail to understand that the product is really important however there are other elements which will make a difference between taking your Brand or somebody else's Brand. This applies to customer service, marketing budget, speaking the same language (there are some differences even between English and American English), flexibility with delivery groups, logistics, shipping terms -duty (USA), payment terms ...

The "shopping experience" has to be an easy one. Challenge yourself to see how your collection, the colours, the fabrics, your marketing are all aligned and responding to the buyers you are targeting. Make sure you take no risk in getting the collection on time at the show. In the appropriate cities, make some time free to visit retailers and department stores to get a better feel for the market, the competitors and the price point.

**Call us anytime including the week end for an informal meeting and specifically if you do not agree 100% on the above recommendations. We will explain why it worked for our clients and how it can be fine-tuned to your Brands for improved results.**

**Videos to go deeper in the business of fashion:** <http://bit.ly/gfmyoutube>

GOOD LUCK. We are here to grow your sales internationally.

## WHO IS GLOBAL FASHION MANAGEMENT

GFM is an international Fashion business consultancy with over 20 years of experience.

We work with you from Strategy to Execution and we deliver our experience with honesty and transparency.

**We bring critical thinking every time and we are happy to be challenged and even say that the product or service is 100% Money Back Guarantee.**

The Founder, Thierry Bayle, has managed companies in London and New York. He has worked with all the fashion stakeholders and the functions in the company.

GFM can give you a 360° analysis and help you grow a global Brand at wholesale and retail levels. We are operations improvement specialists.

The experience we share has been developed when working with established brands as well as young designers: Akong London, Chantal Simard, Calvin Klein, DKNY, IKKS, Ken Okada, Kenzo, Lipsy, Mina UK, Monnalisa, Moschino, Paule Ka, Pomodoro, Sergio Rossi, Vendula London, Versace ... but also government agencies like UK Trade & Investment and trade shows like Bubble, Magic, Moda UK, Pure, Who's Next ...

## GLOBAL FASHION MANAGEMENT

Tel +44 20 8576 6233 / +33 1 7660 7078 / +1 646 360 1201

[biz@globalfashionmanagement.com](mailto:biz@globalfashionmanagement.com)

[www.globalfashionmanagement.com](http://www.globalfashionmanagement.com)