



## UNIT 2 - TRADE SHOW AND COMPETITION - FMI II 2019

Study this set online at: <https://www.cram.com/flashcards/unit-2-trade-show-and-competition-fmi-ii-2019-10409613>

Exhibitions

a public display of works of art or items of interest, held in an art gallery or museum or at a trade fair

Event

a planned public or social occasion

Trade show

an organized event for buyers and sellers, an exhibition at which businesses in a particular industry promote their products and services

Display

put (something) in a prominent place in order that it may readily be seen.

Brochure stand

the place where exhibitor work and offer brochures or catalogs that contain an image and information about a particular product or service

Exhibitor

a person who displays a particular product or service at an exhibition

Stand staffer

a member of the staff of an organization or stand

Visitor

person who visits organized events and who is maybe interested in a product



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Shell

leased space or stand space

Rotating light box cube

cube that rotates and is bright with the logo of the company or organization

Make small talk

talk or chat with customers and visitors

Quality potential sales leads

see potential sales if customers want to buy

Deal with enquiries

facing the customer's questions about the product

Overcome objection

expect complaints from potential customers about the product

Get a firm commitment to buy

try to get a promise from the customer or that it must be obliged to buy our product, signing a contract, fill an order form

Gather customer data

collect customer information, name, number, address, small details about customer



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Generate interest in your product or service

draw attention to your product or service, tell customers that this is what they are looking for

Competition

the activity or condition of competing

Benchmarking

evaluate (something) by comparison with a standard

Management methods

a form of leadership for achieving results

Management strategy

a management plan for achieving better results

Internal benchmarking

a comparison of similar practices within one company

Set goal

define a finish line, a plan for achieving goals

Quality management

is the act of overseeing all activities and tasks needed to maintain a desired level of excellence. This includes the determination of quality policy, creating and implementing quality planning and assurance, and quality control and quality improvement



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Competitive benchmark

a comparison of similar practices across industries

Functional benchmark

a comparison of practices among companies in the same industry

Six sigma strategy

a disciplined, data-driven approach and methodology for eliminating defects (driving towards six standard deviations between the mean and the nearest specification limit) in any process - from manufacturing to transactional and from product to service

Best practice

a method that consistently shows the best results

Detractors

a person who is critical of something

Showcase

display your products to the audience or visitors

Generate leads

create the possibility for future businesses

To network

connect with audiences or visitors (attendees), make small talk, chat



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Attendees

people who visit the trade show

Public trade show

a public trade show that is open to all visitors

Vertical trade show

refers to specialized products of a particular sector

Horizontal show

is for certain industries

Stand/booth

a stall where products are selling or promoting

Event profile

look at the previous events and how successful they were

Visitor profile

a list of visitors who were invited to the event

Lobby squatter

a person or an organization that does not have a stand at the fair, sitting at the entrance to the venue trying to talk with the visitors