

Youth Specialties Trade Show Training

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My YS Encounter

Description of the Show/Environment

When I walked into the Exhibit Hall, I was blown away. The place was full of motion, full of eye-catching displays, and full of excitement. I had searched through the Youth Specialties web site before arriving to learn all I could about this event, but I had no idea what it would really be like! I was immediately excited and intimidated at what was before me. There were big signs and displays, huge video screens overhead, music coming from all different directions, and thousands of youth pastors. It was overwhelming. I thought, "How am I going to even begin to make a dent on getting this many people interested in my base's missions program with everything else going on?" Then I remembered, "As long as I meet the goals I've set for myself, then I will be doing fine."

The first night was crazy! The booth was beautiful and the stuff that the Mission Adventures Network Office gave us to give away was AMAZING! Youth pastors were everywhere. I must have talked to forty of them. It was a little awkward at first to start conversations, but since I had practiced and knew all the information about my program, it was easier. Besides, they loved to talk about their kids, so I asked lots of questions and when they said something that matched what we do, I would show them by pointing to one of our booth signs or the brochure in my hand and explain how we would benefit them. I was even able to pass a few youth pastors to others in the booth because

the youth pastor was more interested in the type of Mission Adventures program they offer. At the end of the day, I was tired, but happy and ready for the next day.

The next few days were not as overwhelming. I really worked hard to make solid connections with youth pastors. I learned how to distinguish between the ones who were really interested and had the authority to make decisions and the ones who wanted a giveaway or weren't the decision-makers. And I had fun doing it! I kept up the excitement of the first night by making jokes with people and continuing to engage with youth pastors. Time flies when you're staying active. Everyone in the booth was excited to be there and had good attitudes.

Each night, I was tired and my feet were aching, but I was looking forward to the new youth groups we'd be working with so I'd spend a few minutes before I went to bed going over the notes I'd taken while speaking with the youth pastors. I wanted to fill in any gaps and add reminders about the person I spoke with while it was fresh on my mind to help me remember.

When I returned home, I evaluated my time with Youth Specialties. I revisited the goals I had set for myself and was pleased to see that I had met each goal. Instead of working on the pile that had accumulated on my desk while I was gone, I decided to implement my follow up strategy. After all, what's the point of gaining all these contacts if I'm not going to pursue them? I added addresses and dropped postcards in the mail that I had printed up prior to the show with all of our MA info and then I went through all the contacts I had made and called each one. If I left a message, I called them back within 2-3 days to try to catch up with them again. I put all the contact info into an Excel document so that I will have that information captured for myself and the next person that has my job. Even if all the youth pastors don't come this time around, maybe next year. Now I will be able to track how many additional teams we have because of my trip to Youth Specialties and when someone says we can't afford it, I'll be able to show everyone how we can't afford NOT to go.

Why?

Why Go to the Youth Specialties National Youth Workers Conventions?

I've got at least 12,000 reasons—that's right at least twelve thousand youth workers will show up at these conventions. And many of them are looking for a short-term outreach for their youth group. There is no better fishing pond for reaching our target market of pastors, youth pastors, and youth workers. This is the best place to be to recruit groups for your program. Everyone there is a youth worker!

Evaluate the Costs: How Much Does it Cost and Can I Do it Cheaper Myself?

	With MANO	On your own
Booth Exhibitor Fees	\$1495 (3 sided booth)	\$980 (single, basic booth)
Flight	\$300	\$300
Hotel	\$200 (\$50/night sharing)	\$400 (\$100/night)
Food	\$120 (\$30/day for 4 days)	\$120 (\$30/day for 4 days)
Booth Display	INCLUDED	\$525-\$3000
Graphics	INCLUDED	\$500
Brochures	INCLUDED	\$500
Giveaways	INCLUDED	\$500
Cool Setup	INCLUDED	
Training	INCLUDED	
TOTAL	\$2115	\$3335-\$5810

Once you add up the fee the Network Office charges and your travel, food and lodging expenses, you can expect to spend just over \$2,000. In comparison, if you wanted to go to the Convention on your own, it would be a lot more expensive. A single booth at one show is \$730 plus a \$250 deposit. Now you've got an empty booth, so you'll want to get a display system. To get a 6-foot popup tabletop display it would be about \$900. With graphics it would be about \$3000. Let's say you choose a less expensive 4- panel tabletop display for about \$525. With graphics it will be at least another \$500. Go ahead and add travel, hotel, and food for \$850. You still need brochures, giveaways, and the time to get it done! Estimate another \$1,000. That's \$3855. A higher price with less benefits compared to what you get when you join the MANO. And the best part is we do a whole bunch of work for you and provide you with a great booth set-up, brochures, giveaways, etc. so you don't have to even worry about that stuff.

What's the Cost of Not Going?

Even if it's expensive to go, you can't afford NOT to go for several reasons. Here are a few of those reasons:

1. This is where you're going to get your groups. Your base is going to spend money marketing your Mission Adventures program because, without marketing, you won't have a program at all. So why don't you spend that money to get to the place where the youth workers are? In the long run, going to the Youth Specialties convention is an investment, not an expense. For example, on average it will be about \$2300 for one person to go to one show. And let's say your program costs \$500 per person. And let's assume that you get 4 teams of 20 people to come—that's 80 people. Multiply the number of people by the cost of your program, and that's \$40,000 in income.
2. It's an extremely rare thing to be in the room with thousands of youth workers—There's just not that many places that offer this kind of opportunity. If you're not there, then you lose out on talking to youth workers from all around the US and Canada.
3. Your Mission Adventures program is meant to grow. We love the teams that continue to come, but we want more teams to be a part of this program. There's no such thing as having enough teams. Until all have heard the Name of the Lord, we press on.
4. There's also the chance that youth groups will lose out on participating in your program. God may be working it out for you to connect with a local church somewhere so that they will be blessed by you, your staff and your program. We typically see 10% of the participants of the teams get saved and 8% indicate that they want to be full-time missionaries. Many of these MAers will also return to do a DTS at the base... And all that good stuff just might start with a conversation with a youth worker—but if you're not at the show, how can you have that conversation?

Preparing for the National Youth Workers Convention

What to do before the show.

Who To Send

Now that you're pumped about why you should be at Youth Specialties, let's discuss who should be there. Send people with an outgoing personality. These are the talkers, the passionate, articulate, and assertive people. Try not to send the shy, passive people that are likely to be intimidated. If they have difficulty initiating conversations normally then the show will not be easy for them. However, even these people can grow into effective reps at the event. Each of us is complete in Jesus. He gives us what we need, every time. If a staffer is willing, then He will make us able. Just ask Craig! He's not the most outgoing person, but he's become effective at Youth Specialties through practice and a determination to work beyond his introverted personality. Whatever the personality, people should present themselves well and have an appropriate level of friendliness with youth pastors and other exhibitors and staff.

You may want to consider sending the person who will continue to interact with the youth workers as they go through your registration process. Maybe that's you, or maybe your base has a registrar. It's always nice for the youth worker to feel like they know whom they're talking to when they are ready to register. Just remember, whomever you send is an ambassador for your base. They should be excited about your base and your Mission Adventures program. They should want to be there. If not, their bad attitude can have a really negative impact on your program, and even the whole atmosphere in the booth. So no matter who they are, if they don't want to go, don't send them.

We've also found that your base leader can make a really good recruiter for your Mission Adventures program. After all, they've successfully called all sorts of staff to your base. They've been able to articulate the vision God has given them, and been able to woo you and your fellow staff. So there's a good chance that they'll do a great job promoting your program and bringing in the teams.

Okay, this next bit might sound strange or even stereotypical... but bear with me. We've found that women have been more successful at Youth Specialties than men. Now, this may have nothing to do with being female, it may just be due that there could be more outgoing women in the Network than outgoing men. However, according to "Do Women Communicate Better than Men?" by Nicole Attias, our experience might have some basis in truth. (We found this article at www.professionalreferrals.ca/article-1379.html).

Attias asserts that women tend to follow their instincts when communicating. This is a skill that can really help you connect with the youth worker you're talking to at the trade show. It involves listening well, and can be helpful as you identify if the person you're talking to is really a qualified contact.

Attias also makes a case that women tend to study facial expressions and other non-verbal cues in the course of their conversations. This can be key in figuring out if your contact is getting the message and be able to discern if they're willing to bring a team.

Now if you have to make a choice between sending an outgoing male or a shy female—by

all means, send the guy! But if you've got a choice between an outgoing man and an outgoing woman, it might be better to send the woman—and it's probably best to send both!

What to Bring

The Network Office will bring everything related to hosting the booth. So you won't need to worry about display systems, signage or anything like that. But that doesn't mean everything will be done for you. Here's a short list of things for you to bring:

- Clothes; you may want to check out whatever shirt the Network Office is providing and plan your wardrobe accordingly. Remember, you want to look nice, not sloppy.
- Comfortable shoes—you're going to be on your feet—a lot.
- Last Year's Booth Shirt; you may want to bring the previous year's booth shirt if you still have it, (as long as it's not permanently stained with salsa or something...).
- Dates, Destinations, Pricing and Contact Info. Most likely the Network Office will provide some sort of brochures or folders for you to use, but you'll need to bring something with your dates, destinations, pricing and contact info on it.
- Plenty of Business Cards if you've got them.
- Gum, mints, or something to make your breath smell sweet! Remember you're going to be talking to potential customers and you don't want to offend. You might want to consider bringing a few snacks, as stuff like that can be expensive at the convention.
- SWAG (I think it means Sealed With A Gift, but I'm not sure). The Network Office will provide you with some spiffy stuff to give to the youth workers you talk to, but you may want to bring some of your own as well. If you have leftover Kid Kits, bring them and give them away.
- Don't bring DTS brochures or other stuff about other ministries on your base. YWAM and all the amazing variety of ministries we offer can be confusing, so at the Youth Specialties conventions, we're going to keep it simple and stay focused on MA.

By no means is this an exhaustive list, so try to imagine the convention in your mind. What else might you need to bring? It's never bad to be prepared for anything. The fine folks at Senior Mag give this advice:

Develop a checklist for all the things you need to take to the trade show. The MANO will provide tape, staplers, duct tape, packing tape for boxes, scissors, and a couple of markers. Try to picture the show and walk through what you want to accomplish. Make sure that you write down everything you need to touch or use and this will be your Master Trade Show List. Keep this forever and add on to it as you discover new essentials. Don't forget the obvious things like business cards, laptops, and brochures.

What to do before the show. (cont)

Know Your Customer

Before you go to the show, you should find some things out about the people you are about to eat. Here's something to get you started:

- Who are they? The people at the Youth Specialties Conventions will be youth pastors and youth leaders.
- What are they like? Who are you serving? Think of the teams that come to your base. Generally the leaders are young, pastoral, non-admin types that are more interested in the people than the processes.
- What are their needs? Youth Pastors need expert help to pull off a short-term mission trip. They need help with transportation, lodging, food, and all the logistics that go along with bringing a team in for a couple of weeks. They need an experienced team of people (that's your base!) to lead them through a spectacular missions experience.
- Why do they choose to be in the ministry? It's definitely not for the prestige, good pay, or ideal hours. It's probably because they want to make a difference in lives. They want to do something meaningful.
- What are these youth pastors looking for? Hopefully they are looking for an impacting missions experience for their youth group. They need all of the logistics taken care of, but they also need to know that they will still be the leader of the group. They need for their group to have a life-changing experience while bonding with each other.

Know Your Product

Not only should you have an idea of who you'll meet at the show, you should also take some time to know what you'll be talking about there.

- What is your message? Your message is that it's a life-changing, maintenance-free/full-service short-term mission trip for group leaders and their youth groups. We do the work so they can do the ministry. Of course, saying all that in one sentence is a mouthful, but this is what we want to communicate to the youth workers at the convention.
- What do you offer? Your base operates for the sake of Jesus Christ so that He will be known among all the nations. How do you do that? Is it by working with orphans, street kids, restoring poverty stricken places, or rebuilding broken areas? Whatever your base does, it serves the purpose of making a difference in someone's life. You offer the chance for a youth pastor to make a difference in his youth group's life as well as those they will serve. In addition to that (what more could there be??), we provide the sound equipment, drama equipment, tools, tracts, Bibles, translators, transportation, housing, food preparation, food, water, ministry set-up, ministry follow-up, scheduled curriculum of events, and trained staff.
- What is your compelling vision? Mission Adventures compelling vision is to make a difference in the lives of those to whom we reach out and to instill a

lifetime commitment of world missions by using the hands and hearts of each participant. What is your bases compelling vision? Put this in your own words.

- What need can the team meet? The team will actively participate in meeting needs of the community. They will do a service project that is organized and set up for them, but it won't just be busy work. There will be a purpose and meaning for the task.

You'll need to be familiar with your outreach. Youth workers are going to want to know what they'll be doing when they go on one of your trips. In the amazing Mission Adventures Blueprints documentation found on your DNA CD-ROM, we outlined all the different categories of outreach we could think of, and have included it here for your reference. As you look through it, which of these things will your participants do on your outreaches? Can you describe them?

There are six ways we've identified to do outreaches. In these six categories we've developed twenty-nine different ministries. Many of these may translate to other outreach locations, but some of them may not be successful elsewhere. You can use these ministries to help you get started, and maybe even get ideas for some more.

Describe your product here:

Ministries:

1. Prayer Ministry
 - Door to door prayer
 - Prayer and warfare tour
 - Prayer walk
2. Children's Ministry
 - Mini Vacation Bible School
 - Clown and balloon program
 - Puppets
 - Music and sing along
 - Dramas
 - Games
 - Wordless bracelets and other similar strategies
3. Mercy Ministry
 - Homes of Hope
 - Orphanages
 - Hair washing
 - Paint day for needy homes
 - Church construction
 - Baño dig
 - Blanket and clothing distribution
 - Food distribution
4. Open Air/Evangelism
 - Open air street meetings (using creative arts)
 - Video or movie crusades
 - Literature distribution
 - Prisons and rehab centers
 - Festival of Joy
5. Church Ministry
 - Sunday Schools
 - Main Services
 - Specialized Seminars
6. Community Service
 - Tree planting
 - Graffiti painting
 - Beach, park, or colonia clean up

Making Contacts.

Starting the Conversation

The exhibit hall is a really hard place to initiate a conversation. There's so much going on visually—there are signs everywhere, video, flashing lights. Then there's the sound of a thousand conversations, plus there's music pumping—so it's a chaotic place and capturing someone's attention can be a challenge. So you're going to have to initiate the conversation. Most likely you will have about two seconds to catch someone's attention. Start by smiling, ninety percent of the time if you smile, someone will smile back at you. **The marketing gurus at SeniorMag offer this advice:**

The first words out of your mouth will be important in determining whether the visitor will be staying at your booth or moving on. Standard greetings such as, "How are you", "Can I help you", or "How's it going", are only going to give you a general comment back and they'll move on. You're opening statement should lead you into a significant conversation. Be careful to avoid questions like, "Have you ever been on short-term outreach before?" or "Are you interested in doing missions?" They may answer in the negative and keep on moving.

Paragraph Spiel:

So what should you say? Work up 3-5 opening lines that you will use. Comments should be open-ended to require the visitor to start to talk. Example: “Good morning; tell me about your youth group? Have you ever taken them on missions trip? (Yes) What was it like? (No) Then you are in for a treat...”

What you’ve done here is to greet the customer, set it up to explain what your base does, and ask them a very general but qualifying question that requires an answer from them.

Leading Questions

Have you ever walked into a store at the mall and had one of the staff approach you and say, “Can I help you?” Almost always, I reply, “Nope, I’m just looking.” It turns out that this isn’t just me; this happens over and over again in retail, and is a classic blunder in working the booth at Youth Specialties. You don’t want to start out with a simple Yes/No question like, “May I help you?” You’re going to want to come up with some good leading questions that will require the youth worker to respond to you with more than a “yes” or a “no.” We recommend that you have three or five questions worked out by the time you get to the booth. Now I’m not going to do all the work for you, but I will give you one to get you started. Are you ready for it? Here it is:

“Tell me about your youth groups first short-term mission trip.”

Even if they youth worker has never taken their group on a short-term outreach, they still have to say something more than “yes” or “no.” And even if they say no, you can follow up with how easy Mission Adventures will make it for them. So there’s your first one, now come up with a couple more, and you’ll be ready for the show.

Write 3 leading Q’s here:

Prepare a paragraph “spiel”

Prepare it like how you say it. Practice It.

(Use humor or give away to draw attention. Laugh and have fun. Be approachable.) You don’t want to pass up this opportunity to have a life changing experience for you and your youth group! We do the work so you can do the ministry. We know that you don’t have time to worry about the food or outreach set-up so we prepare all that for you so you can minister to your kids and work alongside them. The kids are actually doing the ministry. We just provide hosts to translate and guide but there is nothing that will change their lives more than being a doer of the Word and that’s what they are actually doing.

<-- Prepare your “spiel” to the left

What to do before the show. (cont)

Prepare Your Follow Up

Even after the tradeshow is over, the work is not complete. Have a plan for follow up. Prepare a two-week schedule for after the event that shows what you will be doing with the contact info that you received. It may look something like this:

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1 AM	Fly home	Rest	Mail Cards Phone call to contacts	Phone	Phone	Phone Follow thru with phone calls(Did you say you'd send something?)	Rest
WEEK 1 PM	Fly home	Prepare Postcards Follow thru with show promises (Did you say you'd send something to someone when you got back to the base?)	Other Business	Other	Other	Other	Rest
WEEK 2 AM	Rest	Phone Put all contacts into database	Send newsletter to new contacts	Continue to put contacts into database	Finish all call-backs Follow thru with all calls	Prepare to be amazed at how all your hardwork has paid off and get ready to track the teams so you'll have #'s on how YS helped	Rest
WEEK 2 PM	Rest	Other	Other	Other	Other	Other	Rest

Keep in mind that the registration process and information must be prepared prior to the show. The week after the show, someone that knows the process and is ready to register teams must be answering phones. It is frustrating for a youth leader to try to get more information or a team registered and continues to get a voicemail or someone who doesn't know the answers. Be ready for calls.

It will be nice if they all call you, but don't count on it. There were probably several youth pastors that you told you would call them next week. Now is the time to do it. Someone that knows the program and can accurately continue to communicate what MA is about (preferably the one who attended the show) should be on the phone calling every single person within one week. You may get their voicemail so plan to call them back within 2-3 days after the first call.

A sample conversation

"I got your info at Youth Specialties and I have a packet I would like to send to you. We've got some dates available. (Give them a few dates, not all of them.) We fill up fast

Make your goals here:

and it's first come-first serve. Those dates won't work? Well then let me see if we can find another date." Remember that we are not desperate for teams but we are sought after. This is an opportunity for them, not a last resort. In fact, we don't have to be at Youth Specialties because we have enough teams to operate, but we want to open our doors to more. Why? Because like we said before, we can never have "enough" teams as long as there is a gospel to be shared. Of course, there are a few pioneering bases that are in need of teams and that's okay too. The point is we want to project an image that will increase their confidence in our program and encourage them to sign up.

You may have run out of giveaways and told them you could send them some from the base. Don't forget to follow through with sending the goods. You may also consider having postcards printed prior to the show. Upon your return, you can put the contact info of those you just met on the postcards and send them out. The youth pastors will have all of your pertinent information (ie.: contact info, available dates, important registration info, etc.) in front of them within the week. You may be thinking, "I gave them all the info while we were there. Why should I resend it?" Be prepared for them to lose everything you gave them at the show or for it to be buried with other brochures and giveaways that they received. This is partly why follow up directly after the show is so important. Remind them why they spoke with YOU and received YOUR info in the first place!

Now, you've gathered up all of this great contact info from youth pastors in your region. How are you going to keep up with all the info? Perhaps the notes you took about a certain pastor said that he was definitely interested...and then he doesn't come. Do you toss his info? NO! Just because he didn't come this time doesn't mean it's out of the question. Develop some type of database as a longer-term solution rather than having a "right now" process. You'll also want to keep a good database to hand over to the next person that will try to fill your awesome shoes.

Set Goals for the Show

Okay, so you've done the math. You know you have how many kid kits you have to giveaway and how many brochures. You're thinking, "If I give out XX brochures each day, then I will get rid of all of them by the end of the show and that is success!" Wrong! Believe it or not, getting rid of the literature is not the primary goal.

Examples of goals (also known as "wishes written down"):

- Determine a certain number of conversations that can be categorized as meaningful
- Determine a certain number of contacts you want to make
- Give out literature with dates, prices, and contact info to those who are sincerely interested
- Give out contact cards with your info on it
- Take good notes during conversations
- Prioritize contact info received daily
- Fill in gaps from notes daily

Having significant conversations is what you should be aiming for. What is significant? According to Craig, our Network Genius (um, something like that) a significant conversation has taken place when both people are done with the conversation-the message has been received, but are excited about the potential of what they talked about.

Set a goal of how many of these conversations you want to have. It's reasonable to have 25 to 35. In addition to these superconvo's, you'll want to connect with as many youth pastors as possible. A doable goal is to get at least 100 contact cards. Another reasonable goal may be having 1-2 youth pastors contact the base during the show. Of course, in this case you'll want to have staff back at base that can take these calls.

What to do In show.

What to Wear

When you register to be in the booth, you will receive a very stylish, extremely coveted Mission Adventures shirt. Typically you'll want to wear jeans or nice shorts. No suits, no ties, but we are the experts in missions so we need to look good. It's more professional to dress one step up from those you're hoping to work with. Also, consider a couple of things like the location and season of the show, as well as possibly wearing something under your superfly shirt so it doesn't totally get funky up during the 5-7 hours you'll be in the booth each day.

Here's a key bit of advice from those crazy Trade Show Marketing geniuses at SeniorMag.com:

Keep the shoes comfy! Working a trade show means that you will be on your feet for a very long time. Ladies... do not wear heels! Keep it a flat-soled, cushioned shoe. You may consider bringing a second pair with you. Changing shoes will give you different pressure points and make things a lot less painful.

The Booth

Get ready to enjoy a really cool booth! The big MA booth is located on the end of a row so it will be open on 3 sides, which means a lot more traffic and more chances to interact with people. Make the most of the booth by using the signs as part of talking points so people have a visual of what you're talking about. Keep in mind that the exhibit is your office away from the office. We're only in the booth for a short time, but it's the most valuable real estate we have, so we need to keep the booth clean. As visitors see your environment, they see your base and make a judgment as to whether they want to do missions with you or not.

Enjoy your "boothmates," but remember to visit with prospects, only. A crowd of YWAMers does not attract a crowd of visitors. Plan to spend time with your boothmates outside of exhibit times.

What to do In show. (cont)

Qualifying the Contact

While you want to have quality conversations with people, you really want to make sure it's the right person. Is this the leader or the leader's helper? ("Tell me about your youth group?" may help determine if they are the youth pastor or serve some other role. After they've spoken a bit, you may follow up with "Oh, so you are the youth pastor?" if you are uncertain.) It's preferable to speak with the one making the decisions, but that's not always a possibility. Having a quality conversation with the person who is speaking into the decision-makers ear is the next best thing! Ask yourself, "Do they really want what I have to offer?" Some people don't like to be sold. They may want what you have to offer, but they feel like they have to be on guard in this environment and have to reject what's being put in front of them. Others don't want to do missions; they instead want to go to a camp. You may not want to spend as much time with them, especially if there is someone else waiting. You don't want to miss great time with someone who is interested in your services for someone who is not really sincere. However, of course there is always room for the Holy Spirit to move. God might bring you somebody who needs to know about DTS or something else. Perhaps you will disciple someone or hear a Word from someone who has no mission's agenda. Be open to how the Lord wants to speak while keeping in mind that He knows what you're goals are!

Ask, Then Listen

I find that the best conversations I have at Youth Specialties are the ones where I listen most of the time. You can get good at asking questions, and then really listen to what the youth worker says. This will lead to more questions, and pretty soon you'll have a good idea how you might be able to serve this youth worker and their vision. Then, when it's your turn to talk about your ministry, you can tailor what you're saying to connect with what they're talking about. If the youth worker talks about discipleship, then you can respond with how Mission Adventures helps them disciple their youth by giving them an opportunity to grow spiritually. When you connect your message with what the youth worker has in her heart, that's selling.

If you are asked a question that you don't know the answer to, say so and use it as an excuse to follow up after the show with the answer when you locate it. Make only those commitments that you and others can keep — youth pastors will remember your commitments, especially those that are not kept.

Salesmanship

We don't want to just talk about ourselves and what we can do for them. An ad that talks about the benefit to the consumer is more effective in changing their opinion and getting them to buy the product rather than talking about what the product does. For example, a Mac ad that shows what the computer can do (video, music, networking, etc) rather than state the specs of the machine. Only the benefit to the consumer is portrayed. Yes, we do great things for the teams, but how will they benefit?

Selling Points

Selling points are the ideas that light up a youth workers mind with the possibility of going on an outreach with you. Typically the selling points for any product or service are the features and benefits. Features describe the product, like it's ten days long and includes training and outreach. Benefits are typically more powerful as selling points, so we'll focus on those.

Benefits to the Team

So what are the benefits to the team? Here are a few:

- Your kids will have life changing experiences
- You'll have plenty of team building opportunities
- You and your team will gain experience in cross-cultural evangelism and missions
- You'll get to interact with other youth workers and their youth groups
- You and your kids will be doers of the Word

Benefits to the Leader

When you're at the Youth Specialties Convention, you'll be talking to the youth worker, so how does Mission Adventures benefit them? Read on, my friend:

- You'll have complete freedom to put your focus on your team and maintain the leadership of their team the entire time.
- YWAM missionaries work alongside the leaders and serve them as they serve their team. We do all the work so they can be the leader. This makes the missions experience maintenance free for them, allowing them to focus on their kids. Ergo our slogan, "We'll do the work so you can do the ministry."

Benefits of working with MA

You'll notice there are several other short-term mission agencies exhibiting their programs at Youth Specialties. So what are the benefits of working with YWAM MA instead of one of them?

- We're experts in the field. YWAM missionaries will host your team.
- YWAM has been around for nearly 50 years; we've been doing MA for the last 20 years—we wrote the book on short-term missions.
- We're international and interdenominational, allowing groups to work with and be united with other believers of Christ from a different background.
- We're pioneers in evangelism, missions, and mercy ministries with youth and mobilizing youth groups.
- Your team will get a lot of value. Not only are our costs among the lowest around, but we also equip and train the kids and provide resources for them to do the work while others don't.

Read A Book:

So you might be thinking, “Wait a minute! I’m not a salesperson—I’m going to stink it up at the convention. What do I do?” Don’t worry, the youth workers that you’ll be talking to don’t really care if you’re the best salesperson in the world. They want to know that you care about them and their ministry. So if you just be honest with them and do your best to understand their needs, and find ways to become a partner with them as they minister to their kids, you’ll do fine.

That doesn’t mean you don’t want to get better at selling. So you might want to educate yourself a bit. There’s a concept in selling called “Solution-Based Selling.” Basically, it’s about focusing on solving the customer’s problems more than on the product. (See the appendix for more information about this concept. There’s a book called, “**The New Solution Selling**” by K. Eades. You may want to check it out and give it a good read before you come to the show.

There’s also a book called “**Selling the Invisible**” by Harry Beckwith. If you’ve done the Mission Adventures Internship, this is a book you’ve already read—so you can just dust it off and read up on it a bit. The focus of this book is about how to sell a service. It’s a bit different than selling a product that you can put in a box and ship to the customer. If you haven’t done the Mission Adventures Internship, why not? Give us a call at the Network Office and we’ll help you get started—it’s practically painless. (We’ll use Novocain, we promise!)

The Details

Know your Details

You will need to know the details of your MA program and have them memorized. The features like, costs and dates should roll off your tongue like your last name. You will also need to know how the teams register. (“Everything you need to know is in this booklet. The forms are in the back, fill them out, send them in, etc.”)

Use the Marketing Materials

The MANO provides brochures, postcards, and signage in the booth. So check this out...you get to the show and peep out all the messages on the stuff we provide. Then you think, “Word up, yo, I can use this sign with that ill sentence I was throwin’ down back at the hizouse. And when I’m hollerin’ at a youf pasta I can see how this brochure will be bangin’ with that dope message I’m finda drop. Fa sho’.” Well...something like that. Just be familiar with all the pieces and be able to use them with what you have already prepared. Often times, MANO designs marketing materials so that you can slip your details like cost and dates in it and use it for your program. The Network Office creates an integrated system for you to use. It’s designed to give you an overall, effective strategy for getting your message across to the youth workers. If you don’t familiarize yourself with all that is available and actually use it, then it will not be as useful or valuable. For example, you’ve connected what a youth pastor was talking about to your MA program while pointing it out in the brochure. Once the brochure is placed in their hands, the person who receives it now sees it as more valuable than had you just said, “Oh, and here’s a brochure.”

How To Use the Swag

The Network Office will provide you with some pretty sweet goodies to give away at the convention. Back in the day we used to give away leftover kid kits. Then more recently we started to give away some cool stuff designed specially to fit with the booth and the whole advertising campaign. Most likely, you’ll get a mix of neat things to give away. Since we’ve been doing this for years, we’ve become known for giving out some of the best swag at the show. Other exhibitors give away a few tee shirts. We give away hundreds—and sometimes we even give away our backpacks, journals and whatever else we have left from the theme. So we got the goods, but how do we use them.

Are they just here for the goodies?

So you have someone at the booth, but is the person there for the program or are they just interested in that cool backpack in your hand? Here are some tips on how to distinguish between those who are sincere and those who sincerely just want the goodies.

- They are looking at the goods in your hand.
- They are not listeners.

- They are not asking the right questions.

How to further qualify? Are they:

- Going to go on missions trip in the next year?
- The primary decision maker?
- Displaying an interest in outreach that you offer, or just outreaches in general?

Let's say you've qualified the contact, and they're a hot one. They're interested in short-term outreaches, they're the decision maker, and they want to go on an outreach that you offer. How do you close the deal? What does success look like? Before the conversation ends, you'll want to make sure that all this takes place:

- You give them your Dates, Destinations, Pricing and Contact Info
- You give them clear instructions on how to register their team
- You make sure they understand the key selling points (Keep in mind that the key selling points may be different for different people.)
- You get their contact info (you can use the spiffy cards that the Network Office provides.)
- You let them know you will be contacting them in the near future. (And you actually will!)
- You give them some swag to "seal the deal."

Ending the Conversation

Sometimes it can actually be hard to exit a conversation you've started. Let's say you've decided that you've done all you can do in this conversation, but the youth worker is still there soaking up your valuable time. What do you do? Well, our fine friends at SeniorMag have this to say:

Now that you've established a rapport and assessed their interest in your program, make sure that you have their contact info before they leave. Once you have that, you will need to find a way to disengage and move on to the next youth pastor waiting for you. If traffic is low or nobody is near you, feel free to spend additional time, but still be ready to go if you have to.

Often, the conversation will come to a natural close, but there are times when the person you're speaking with is not in a hurry to leave and is not sensitive to your need to attend to other visitors. If that happens, use body language and closure comments to give your prospect the message. First, change your body position and reach out to shake hands. Then communicate your follow-up plan – arrange a time to call or offer a giveaway item. Thank the visitor for their time, shake hands, and move on.

Disengaging isn't too terribly hard once you know what to do. A simple closure statement such as, "Thanks for stopping by" along with a hand reached out to shake their hand will usually terminate a conversation. Just be sure to try and schedule the follow up or at the very least, let them know that you will follow-up. (Seniormag.com6)

Post show.

The show's not over, even when it's over! You may be tempted to get back to your regular job when you get home. But that would be a big mistake. See, all the hard work you do at the show is just the beginning. Now comes the follow-through—and just like in golf, the follow-through is the important part. (Okay, I made that up, I know nothing about golf).

I know it's really tempting, but when you get back to your desk/work area/cave, do not, I repeat, do not dive into the huge pile of e-mails, phone messages and paperwork that accumulated while you were gone. Instead, and this is the key, pretend that you are still gone for a couple more days! I know, it really is that simple. Just pretend that you're still at the convention and that you're going to begin your evaluation and follow through. This way, you can gradually ease into your regular job during lulls in your follow-through efforts. It may help to remember that while all that stuff sitting on your desk is merely urgent. And instead of dealing with the urgent, you can use your incredible talents and focus on the truly important: getting new teams for next year.

Well, the sad truth is, these guys may not even remember you. I know, it's a complete shock. How could they not remember you? Yes, you are valuable, and of course Jesus will never forget you, but us humans have a much harder time with that... And really, you need to give those people you talked to a break. Chances are, they stopped at nearly every booth in the exhibit hall and they talked to so many different people that it really will be hard for them to remember one conversation. (Chances are you're having the same problem—unless of course you took notes—right?)

Follow Up

Thankfully, you already put together a plan of how you're going to follow-up before you even went to the show. That will make this process a lot smoother. In order to get started, you will need to categorize the information you received. Once again, we turn to the amazing marketing geniuses (geniii?) at SeniorMag:

Make a list of everything that you came home with from the trade show. If you remember remarks that you need to think of later, write them down. Prioritize your functions; get a bit of feedback from those who were in attendance with you, and start to sort out your contacts.

If you've done the trade show properly, you should have notes about certain hot prospects and what they want, connections that you've made, and important things to do.

Separate these from the rest of the leads and start with these first. If you have indeed made that connection at the trade show, you will likely be remembered the next day. If you intersperse these with every other lead and don't get back to it for a few days, you will likely be forgotten or your competition from the trade show will have gotten there first.

These are the two things that most trade show exhibitors forget. Not all leads can or should be followed up on the same way (prioritize them), and do it all immediately. If you wait a week to call, when you do introduce yourself, the initial response from the customer is most likely to be "WHO?"

What happens if a trade show gives you too many leads? That's a nice problem to have, yet getting back to 500 people will take some time. Even getting back to 50 will take time. You still want to touch base however, to preserve as much opportunity as possible. Consider the letter follow up approach. Print off the contact names of those you've collected and who are on the back of the priority list, and shoot off a letter to them.

By using an integrated system like in MS Word, you can turn out a pretty nice personalized letter by pulling the name of the person into a field on the letter. Take the time to go through and personally sign each one before mailing them. You might tell the reader that you will be in contact soon, but if they need you first, to not hesitate to call. Also include some type of card with all the important information (contact info, dates, prices, website, etc.).

Your follow up process should be planned just as well as your pre-trade show planning, if not better.

Consider that each youth pastor lead has a cost, one that you have already spent. If you spent \$5,000 on the show and came away with 500 leads, then every lead cost you \$10. If on average, you convert 25%, then each new team costs you \$50 to get. As far as team acquisition costs are concerned, that's not too bad.

On the other hand, if you don't manage your trade show leads and 75% of them never get a phone call back or don't get it within a week, your conversion costs you 4 times as much... or \$200 per converted team. That's expensive!

Fulfill Commitments

Don't forget to fulfill the commitments you made at the show. You may have run out of registration information and promised to send some out to the youth worker right away. Well, do that!

Enter Contacts in Database

Consider those contact cards and business cards you received at the show to be like gold. Lock them away in a nice database where you can put them to use. Really, I know you can just keep them on your desk and refer to them as you need them, but you're going to want to get them digital for the following reasons:

- You can print out mailing labels for when you mail them something
- You can create an e-mail list where you can send one e-mail to multiple contacts
- You can turn these contacts over to whomever your replacement will be when it's time for you to move on.

Call and Write your Contacts

Our SeniorMag friends offer this friendly reminder:

There is an automatic assumption that all those people that you met at the trade show will call you because you left them with a brochure and they are certain to remember you because you are just so special!

So that means it's up to you to connect with your contacts. Just go through the Follow Up Strategy you developed before the show, and you'll do marvelous—I'm sure of it!

Evaluate Success

In addition to all that follow-through, it's a good idea to evaluate your success. Remember those goals you set before the convention? Did you meet them or exceed them? Figure out the areas that were your strengths and work to make those stronger for future shows. In the areas you fell short, figure out why and how you can improve the next time you attend the show. Evaluate the contacts that you received. Are a certain percent 'hot' that you spoke with? Did they register to go on one of your outreaches? Have you developed a method to track that?

Number of Contacts Acquired and New Teams

See, it's not just about the number of new contacts you get. That's just the first step. It's about converting those contacts into customers. You won't know how many teams the show brought in until registration is happening, but make sure you track it so that you will see how attending the Youth Specialties Conventions has benefited your program and added teams. This will help you build a case for going to Youth Specialties again next year.

Once again we turn to our friends from SeniorMag:

At some time, you should be able to say the trade show is complete. This is when you have exhausted all leads and closed all the business that you can that has resulted directly from the trade show itself. If you have kept good records of this activity, you should now be able to go back and evaluate the effects of this particular show. After all, if you are going to put this much work and money into anything, you want to make sure that it's worth the expense.

Though your return on investment (ROI) is one of the ways to measure your success, you should always consider the other benefits as well. The benefits of a trade show are numerous. Not only financial, but they also include establishing your MA program, awareness of your existence, educating the youth pastors about what is possible with mission programs, building new relationships with youth pastors and leaders, as well as other Network Partners, and helping to build God's Kingdom by equipping young people that will eventually go through your MA program. You will have to do your own analysis on these non-monetary benefits.

Coming up with costs is probably one of the easiest parts of doing your trade show analysis. This is an important step in determining whether the cost was worth the investment.

How much business did you close? ...

What is the monetary benefit of that business? ...

If you work hard, you should expect to make your money back within the first couple of months. With several contacts in hand and all the great follow-up you do, there is almost no reason that you should not have a team registered.

There are other events that you could consider exhibiting at. Group Publishing does a trade show, the DC/LA events are big, and then there's all those Christian music festivals every year. It can be hard to choose where to spend your hard earned marketing bucks. That's why the MANO has done the research to determine which tradeshow is best for the Network and it's goals. Youth Specialties gives the best performance that you can build your long-term goals on. There is no other tradeshow or venue that offers direct access to thousands of youth pastors interested in learning more about programs for their youth groups.

Appendix A

Tips from the Pros

There are a lot of people doing trade shows with a lot of great tips and advice. We have compiled the following from various websites to explore more ways to “wow” the youth pastors. Spend some time going over these tips and searching on their websites for more great ideas. There is a ton of stuff that will be useful.

Skyline.com

Booth Staffers Attitude and Etiquette

We often avoid the Attitude and Etiquette portion of our pre-show meetings. (Or sometimes that is the only thing we talk about – “don’t drink, don’t smoke and don’t eat your lunch”) This segment is vital to your exhibiting success since the outcome is very visible, but it must be presented in the positive if it is to be received and internalized.

- If you don’t know the answer to a question, say so and use it as an excuse to follow up after the show with the answer when you locate it
- Make only those commitments that you and others can keep — visitors remember staffer commitments, especially those that are not kept.
- Exhibiting is a TEAM event — other staffers are counting on you and you on them.
- Visit with prospects, only. A crowd of staffers does not attract a crowd of visitors.
- Smile — 90% of the time if you smile, someone will smile back at you
The exhibit is your office away from the office- as visitors see your environment, they see your base and make a judgment as to whether they want to do business with you

Seniormag.com

- Drink plenty of water during the show
- Eat well-balanced meals
- Get plenty of sleep
- Take a good B complex vitamin to give additional energy during the show.
- Avoid alcohol on or before show days, but especially during the show.

About, Inc.

- Pull a crowd to your trade show booth
- Use an interactive display, such as a quiz or game
- Plan a prize draw or contest. Having some kind of prize draw or contest is a great way to collect contact information from booth visitors. You can give away promotion items to encourage people to participate.
- Do a scheduled demonstration; it doesn’t need to be fancy to draw people’s interest and get them to cluster around your trade show display rather than the others.
- Have a stock of promotion items that you can use as giveaways at your booth.

You are not limited to only what the MANO provides. Bring whatever you want to giveaway. Small items that people can take away and use (while being reminded about your business) are best. Be sure you place these items in a location where people will have to walk into or through your trade show display to get them.

- Make it easy for booth visitors to get information.
- Make sure you have plenty of promotional literature on hand.
- Be ready to do business.
- Actively engage trade booth visitors. Give people who approach the booth a friendly welcome, and welcome their questions. Be sure your body language is friendly; don't stand there with your arms crossed over your chest, for instance. "Chat" with booth visitors, and find out what aspect of missions they're most interested in.
- Be prepared to offer specific solutions to their questions. The trick is to draw them in without intimidating or overwhelming them.
- Follow up promptly.

<http://www10.americanexpress.com/sif/cda/page/0,1641,15836,00.asp>

How to Sell at Trade Shows

According to the Center for Exhibit Industry Research, the majority of tradeshow attendees are decision makers or influencers that plan to make a purchase within the next 12 months. Don't waste an opportunity like that - follow these guidelines to help make sure your staff is ready to sell effectively.

Avoid soft sells

Trade shows require a hard-sell approach. When attendees show interest in your booth, approach them immediately and invite them to learn more about your MA program. Don't leave people waiting - trade show attention spans are short, and people will leave your booth if they can't get help in 60 seconds or less. Plus, there will be many other short-term mission opportunities there so you want to get their attention turned toward your great opportunity.

Be engaging

The way you greet a visitor to your booth shows your professionalism and willingness to help. Avoid innocuous greetings like "Can I help you," "Hi, how are you?" or "How's the show going?" Instead, ask a direct question that engages the visitor and helps you gauge their interest in your services - "What information can I tell you about our MA program?" or "Hello, what are you looking for in a missions experience?"

Watch your manners

Certain booth behavior looks sloppy and conveys that you're not interested in your customers. Don't sit down. Don't eat, drink, or smoke at the booth. Never leave your booth unattended. Don't spend time chatting with other MAers instead of focusing on youth pastors.

Qualify prospects quickly

The first thing you should do once you meet someone new is establish who they are (buyer, decision maker, supplier, another exhibitor, etc.) and where they're located. This way you won't end up spending important time with a person who isn't responsible for making decisions, or who is located outside the region your base serves. You can find this information out by asking some key questions, looking at their nametag, or requesting a business card, which will have the person's title and address. Qualifying a person recognizes that everyone is important and that you'll be most productive talking to youth worker's that want what you offer.

Ask lots of questions

Engage a prospect by asking open-ended questions - ones that require more than a yes/no answer. This will help you determine their needs and interests. Focus your responses on how your MA program can meet these needs. Be sure to observe the 80/20 rule - listen 80% of the time and talk 20% of the time. Try to avoid any kind of prepared sales pitch, which can begin to sound robotic after you've said it for the 50th time.

Keep good records

Write down all the relevant information about a prospect on a "lead card" which contains: the person's name, title, address, phone/fax number, e-mail address (all these can come from a business card), needs/interests, budget and timing. Use this card for your post-show follow-up when you return to the office.

Appendix B

Tips from the MA Pros

The MA Network is fortunate to have several seasoned tradeshow reps in our ranks. Here are their secrets for reeling them in and getting results:

Contributed by Kay Charlotte McClurg

1. Always lead with questions that they have to answer "YES" to or explain, NEVER ask a question that can get a no response.

As the youth worker approaches, you want to get them into your booth. They have many options and you want them to come to your booth. So, look directly at them and ask them, "Don't you love getting all this free stuff"? They ALWAYS say yes and they usually spend a good amount of time with you if you follow the next examples.

2. Paint word pictures that are a possibility for their group to experience.

Youth leaders usually have great abilities to visualize so if you use colorful words when describing their potential experience, they can feel, smell and imagine the experience. Tell them that the worksite will be dusty and dry but filled with a lot of smiling faces of little kids who desperately need to be hoisted in the air and played with. Explain to them that as their kids who perhaps are shy place their hand in a puppet and get to hide behind a polka dotted puppet screen they are transformed. Use your hands and be animated with your expressions and explanations.

3. Share a variety of sample opportunities

Let them know the multiple items that are possible to do with their team. For example, community clean up, graffiti paint over, orphanages, house building projects, evangelism, puppets, clowns, creative arts, etc. Throw out a huge list of things that are possibilities so they can visualize their team doing those things.

4. Overemphasize the “you maintain the leadership of your team” and “You lead them as we equip you with necessary training and information.”

Make sure that you explain again and again that the youth leader maintains the leadership of the team. Tell them that in the schedule we put in “Team Time” so that “YOU” the leader can get a pulse on your team and share and debrief what the team is going through.

5. Express the amount of change that the team will undergo and unity achieved.

Tell them that we have gotten letters from parents expressing “What have you done with my child?” Tell them that such an incredible amount of growth takes place in a short amount of time. When we allow the kids to be doers of the word and not hearers only then great growth takes place. Also, tell them that the team really gets unified as they work together and the “Cool kids see the un-cool kids” in a different light and greater grace is extended and team unity is achieved very quickly.

Contributed by Marty Meyer

1. Be excited about your ministry. It’s contagious! When you are excited about your MA program, others will want to get involved.
2. Pray with people. When you have a quality conversation with someone, end by praying for them. Pray that God will guide and direct them and bless their ministry. (It’s the YWAM way!)
3. Go for quality contacts. It’s not so much about how many fliers you hand out but really connecting with people. The people who actually came to MA remembered me because I made a personal connection and invited them to join us.

4. Know your selling points! What do you offer that's outstanding? Remember the 5 principles of success (???) and key on those as selling points.
5. Team work! Don't be afraid to pass off teams to other bases if you don't really offer what they are looking for. God will bless it.

Contributed by Kelly Meyer

1. Send someone who is naturally extroverted or at least is a conversation starter. Sometimes the hardest part is the approach and capturing the attention of the passerby. The "opener" question and energy is imperative: "Hey, do you have your youth group signed up for a missions trip this coming year?" It would be better to send someone who is not even staffing with your Mission Adventures program who can know your program thru and thru to recruit for you, then the main M.A. Leader who feels uncomfortable putting themselves out there.
2. KNOW your program's "stats" backwards and forwards and be able to rattle them off seamlessly (so as to not fumble through a magazine, or be tied to a paper brochure). KNOW at least 2-3 other base's information as well and never hesitate to refer prospective clients to another location who might meet their needs better!
3. Prepare a summary/overview paragraph with all your program details, concepts, values, etc. included in it and memorize/rehearse this IN ADVANCE of coming to YS. Be ready to speak it out a jillion times over the course of the next several days while at the show and always with the same energy as you did the first day! (i.e.: "Mission Adventures is a 10 day mission experience for your youth group that provides all the training and the actual outreach in one program. We're completely "maintenance free" which means that we provide all the food, housing, program, staff, translators, props, etc. for you, so that your group can focus on evangelism. We have incredibly low prices because Youth With a Mission is a totally volunteer organization, so our overhead costs are low. Then, follow with your specific locations, fees, outreach destinations, training highlights/creative arts, etc., etc., etc.) After your "spiel," always ask if they have questions, or would like you to repeat anything!
4. I like to gather up several prospects and give a group presentation all at once! I have even been known to approach this "auctioneer-style" and give a "20 seconds till my next presentation begins...gather 'round for your chance at an amazing opportunity!" I immediately hand each person a kit as they join the semi-circle and then start up my prepared "paragraph" (see #3). This technique is best for the first night when there are tons of people milling through and most aren't wanting to settle in for long/in-depth conversations.
5. Be there! When the booth is open – be early and stay till the end – every time! This IS, after all the reason you came!
6. Wear a tight booth-themed tee and daisy dukes.

Appendix C

Solution-Based Selling

By Mark Duley - mduley@salesconcepts.com

Customers expect and want you to question their concerns.

Okay, I did it. I decided to state a term that is over used, over stated and by all intents and purposes under performed. Solution-based selling has become as common place in the salesperson's vernacular as partnering. The only problem with using these trite expressions is the fact that most sales people do not want to find a solution. Their intent is to sell you their product or services; that is all. Consider a few items that clarify your true intent to better serve your customers.

Step One ~ Question

Question yourself next time a customer contacts you for your products or services. Do you care about the customer's problem? Do you feel that your company has the right solution? Do you feel comfortable with the customer's symptoms before you consider offering your solution? Is this potential customer allowing you the time to ask all of your questions?

If you did not answer yes to these questions, you might want to consider alternative products, services, providers, or careers. Sometimes it is okay to tell a customer you do not have the answer. Before you go down that road, make absolutely sure you understand the problems of the customer. How?

Step Two ~ Questioning

Did you take the time, and I don't mean five minutes, to ask the 60,000-foot questions—broad-based in scope, long-range in nature? Do you understand the history of the customer's current problem? Why not? What did you do before these problems arose? Do you know the players involved and how the decision is to be reached? Do you know who is the final decision-maker on the project and what the time frame is to close?

Step Three ~ Question the Questions

Finally, have you dug down deep enough to the root of the problem? It is at this point that you need to get down to the 100-foot view. How? Ask hard-hitting questions. Get down deep and probe. Serious customers expect you to do your job by questioning their questions, their intent, their motives, and their problems.

If you have no intentions of asking the deep-rooted questions, do yourself and your customers a favor. Don't waste their time. Customers expect and want you to question their concerns. You might dig up a problem or a solution that they had not thought of. It is at this point that solutions get clarified.

Offering a solution after five minutes of discussion is as absurd as a doctor recommending brain surgery for a headache. You expect your doctor to run tests. Test your customers, their problems, and their questions. Then, you might find a basis for your solutions.

Solution-based selling is a nice catch phrase, but don't let your customers catch you using it unless you truly mean it.

Appendix D

Give Them a Reason to Come

By Sean Lambert

Lately I have been reflecting on the growth of the Mission Adventures Network. I am amazed at how God has taken us from just a couple of bases here in Southern California to more than thirty bases across the continent and even the world. I am grateful to God for all the leaders and bases that have come together to make a difference in so many churches and so many young lives. We are truly honored to partner with you. Thanks for being with us in this Network.

What makes this thing work?

As I have been thinking about the Network, I've been trying to identify what makes this program work. I've been asking myself, "What is it that inspires a youth worker to come with us?" As I pondered this question, I came up with the following:

Top five reasons why the local church works with us:

1. We provide the church an opportunity to make a difference.
2. We provide real hands-on ministry opportunities.
3. We provide group context ministry opportunities.
4. We provide organized ministry opportunities.
5. We provide staff supported ministry opportunities

What about the training?

You many notice that I didn't include training on this list. Yes, the training is important. It is so important that it has been a major emphasis in our advertising campaigns since the Network was founded. Training is so important that if you're not doing any sort of training with your teams, I think you had better start.

However, I don't think that the majority of groups that come with us come just because of the excellent training. Training by itself is not compelling enough for a church to come through your program.

What a youth pastor wants.

Youth pastors want their kids to grow. And they know the James 1:22 Principle: When you do what the Word of God says, you'll be blessed. Spiritual growth happens like crazy on a short-term outreach. I am convinced that youth workers bring their kids because they want them to grow. They see Mission Adventures as a way to jump stat their kids' spiritual growth.

Training is important to a youth pastor. But it's the doing that really inspires them to bring their kids. Make sure you give them a reason to come to your program. If you

haven't done this already, ask yourself these questions:

What is your base's ministry focus?
What are you passionate about?
What do you cry about?
Where are you called to make a difference?

The answers to these questions will be the very same things that inspire a youth worker to come to your program. It won't be the fancy cover on your Outreach Registration Manual. It won't be the really cool Network Web Site. It won't be the excellent training you offer or even the fact that we're "Full Service." Although all these things help, a youth worker is really looking for an opportunity for his kids to grow.

What will work is a passionate plea to come make a difference. The more specific you can make your plea, the more you make it real in a youth worker's mind, the greater your chances of inspiring him to bring a team. I believe churches will join us by the thousands if we give them a reason to come.

What we want.

Ironically spiritual growth for our participants isn't our main goal. Our goal is to serve and empower the local church so they can reach the world with the Gospel message. Our distinctive is in helping them become "doers of the Word." Spiritual growth is a by-product of our goal.

How to market your program.

Here are a few things you can do to sell your program:

1. Invite churches to join you in making a difference. People want to do significant things. Don't confuse activity for achievement. Give your groups strategic tasks. Don't just try to keep them busy with something. Give them an opportunity to do something significant.
2. Be full service. Work out all the details for your groups. You do the work so they can do the ministry. Then tell them about it!
3. Emphasize the training. Tell the teams about the preparation you will give them.
4. There seems to be a "magic number" in North America. If the whole trip can be accomplished for less than \$1000 (including airfare) you'll have more success.

Remember, it's the destination that counts. Give them a compelling reason to come and you'll find that your program will grow.

Appendix E

Buying a TV & other thoughts about selling

By Sean Lambert

TV Shopping – Sometimes All You Need Is a Little Information

So I went into Costco to buy a TV. As I looked at the long row of TV's, a Costco employee came up to me. I asked him about the differences between the 20-inch and 24-inch models. The guy told me that the 24-inch TV had higher quality components and that would make it last longer than the 20-inch. So I had to go with the 24-inch TV. The employee was informative and gave me what I needed to make the decision I was already prepared to make.

Another time I went into Best Buy to purchase a big screen TV. The salesperson was super excited about selling me a TV. I asked some questions to figure out which one I should buy, but the salesman, while enthusiastic, didn't have the information I needed to make sure I was making a good decision. This can apply to Youth Workers. They are prepared to make a decision and invest in missions, but they need information to move forward. We may have enthusiasm, but we need to work on our message to make sure we're giving the right information to the Youth Workers.

Why Would a Youth Worker Go on a Short-Term Outreach?

From a youth workers perspective, there are several reasons to participate in short term missions. Some of these reasons are team building, making a difference, and growth. Growth includes not only in expanding numbers, but also spiritually, in developing leadership, and reaching out to others.

Why Wouldn't a Youth Worker Go on a Short-Term Outreach?

There are a few reasons why Youth Workers would choose not to participate in short term trips too. It may be that it's too difficult to plan, the youth are uninterested, the church is not supportive, the price and location are concerns, or perhaps the youth worker had a bad experience on an outreach or has heard of bad experiences others have had. Whatever the hesitation, it should not be answered with a sales pitch. Instead, it should be answered by a genuine concern for the team and their needs. If a vision of the team's involvement and the benefits of that involvement are not relayed, they will have a hard time getting past their concerns and move on to the next booth.

Top Three Reasons To Encourage Youth Workers to Join Us:

- It's is Biblical to go on short-term outreaches
- Their kids' lives will change
- Mission Adventures is a full service ministry.

Help Decision-Makers Make Decisions

As you're addressing the Youth Worker, keep in mind all of those who have to approve this trip. Often times it's more than just the youth worker. In many cases, the youth worker will have to consult with his senior pastor, and sometimes even an elder board. Of course, they'll also have to answer questions from parents. Finally, the kids have to be interested in going. So as you're in conversation, you can help the youth worker build a case to take back home and help convince the others in the decision-making process.

Some Things to Remember as You're Speaking with Youth Workers:

- If you ask a question and get them to answer, then they won't argue with themselves. For example, ask, "What do you think will happen if you bring your group to do a MA?" Perhaps they will answer, "They will grow." Once they have said it, they won't disagree with themselves.
- Avoid the nods. If a Youth Worker begins nodding at what you're saying as your talking and looking around rather than making eye contact, they may be bored and ready to walk away. Begin asking them questions about themselves or their youth group so that they will be more actively engaged in what you're offering.
- If you think you're being too aggressive, you are.

Finally, let's make sure we're inviting people to participate in the Great Commission. That's our motivation.

Appendix F

The Six "C's" of Selling (con't)

By Kay Charlotte McClurg

Connect:

Engage Youth Workers in conversation as they walk-by by asking questions that do not solicit a yes or no. Some examples of questions to ask, "What are some trips you've gone on?" "Tell me about your church?" "What kind of goodies do you have in your bag?"

Control:

Conversation: You should be in control of the conversation. Control does not mean dominating the conversation. Instead you want to guide it to where you want it to go. Paint pictures for the Youth Worker and give ideas of what it's like to be on a MA trip. Find commonalities in what they're talking about, but always draw them back to what MA is like. You can mention that shy kids will have opportunities to step out of their shyness and participate in sharing the gospel through creative arts, etc. Be sure to mention that we provide a full-service missions program. List all the things we do for them. Let them know that it's not just an opportunity; it's a lifetime opportunity that will change their kids.

The Six “C’s” of Selling (con’t)

Convince:

Whether a Youth Worker is intentionally looking for a missions program or not, let them know that Mission Adventures is the best option out there whether they are able to come this year or next. Be careful not to slam other ministries, but instead affirm other ministries and add that we do all those things XYZ does, PLUS whatever we do in addition. One great privilege we have is that through YWAM, we offer nearly 50 years of experience, because we were the first to provide short-term youth mission trips.

Confidence:

Be sure to project confidence. It’s a scary thing to take a youth group on an outreach. So you want to be sure to help the youth worker feel confident that we know what we’re doing. Let them know our history. Hearing about the experiences we’ve had gives them confidence to know we’ve been doing it for a while. Explain what they’ll experience from the time they arrive until they leave. Include what the base and the town looks like.

Cristate:

Cristate means having or forming a crest. What I mean by this is to bring them to the point. You can help the youth worker come to the point by asking them some leading questions. These questions should lead the youth worker to understand the benefits for their team. For instance, “Would you fly or drive?” “What month works best for you?” “How many kids can you see coming?” “Would you want to partner with this group you’ve come with?” Use these questions to help them visualize going on one of your outreaches.

Conclude:

To conclude, you’ll need to confirm and close the deal. Be sure to collect their contact information. Then you can point to the info and ask, “Is this the best number to reach you to confirm the trip?” Then when you get back to your base, call them.

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Give Them A Reason to Come
Article by Sean.

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The End