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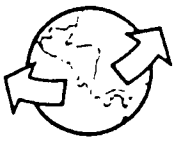
PROEXAG II



COMPONENTE AGRICOLA DEL PROYECTO DE APOYO TECNOLOGICO PARA LAS INDUSTRIAS DE EXPORTACION DE CENTROAMERICA Y PANAMA

TRIP REPORT
UFFVA PLANNING ASSISTANCE FOR AGRITRADE PARTICIPATION BY FUSADES, FPX AND APENN

Assignment Number: ST-111

PREPARED BY:

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Manager of International Trade and Government Projects
United Fresh Fruit and Vegetable Association

THROUGH

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UNDER THE AUSPICES OF

United States Agency for International Development (USAID)
Regional Office for Central American Programs (ROCAP)
Ciudad de Guatemala, Guatemala

August 17-22, 1992

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PROYECTO PATROCINADO POR USAID/ROCAP E IMPLEMENTADO POR CHEMONICS INTERNATIONAL

PROEXAG II

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Export Industry Technology Support Project - Proyecto de Apoyo Técnico a las Industrias de Exportación (EXITOS)[1]

August 27, 1992

TRIP REPORT

Jodean R. Bens
Manager of International Trade and Government Projects
United Fresh Fruit and Vegetable Association

I. Destinations and Dates

August 17-22, 1992 San Pedro Sula, Honduras
San Salvador, El Salvador
Managua, Nicaragua

II. Persons Contacted

Exitos Team: Ricardo Frohmader
FPX, Honduras: Medardo Galindo
FUSADES, El Salvador: Ricardo Suárez
APENN, Nicaragua: Johanna Fiallos
Other federation staff of FPX, FUSADES and APENN
Members of FPX, FUSADES and APENN

III. Purpose of the Travel

To meet with the representatives from the export organizations of these three Central American nations with emphasis on assisting in planning their participation in Agritrade '92, to make a presentation to members of the association on "How to Exhibit" for Agritrade '92, and to continue establishing long-term relationships for association development and working on issues.

IV. Activities and Accomplishments

1. Participated in meetings with Central American federation representatives to discuss their participation in Agritrade.

2. Worked with federation staff to discuss design ideas, space considerations, and layout of their booth.

3. Made presentation to federation members and staff on "How to Exhibit" including:

   - Why Exhibit? The benefits on exhibiting.
   - The importance of the Preparation stage of exhibiting.
   - Tips on Presentation of the booth and staff at the show.
   - Important aspects of Post Show follow-up activities.

   (See attached handouts)

4. Talked with federation members one-on-one after presentation about Agritrade and U.S. shows.

5. Met with federation staff to discuss promotional materials they can use during shows and at other times.

6. Discussed with federation staff what products they can promote at Agritrade.

7. Talked with federation staff and members about:

   - What is United?
   - United revenue sources
   - U.S. consumer trends and attitudes
   - U.S. promotional programs for fruits & vegetables

8. Distributed information on USDA/APHIS system for approving admissibility of new products into U.S.

V. Observations and Recommendations

1. FPX is designing a basic yet professional booth. Ideas discussed for types of photos to be used in the display are positive. They felt my presentation on exhibiting was very helpful in steering them in the right direction on their booth preparation.

2. FUSADES already has a very professionally designed booth that meets most of the "Do and Don't" criteria. However, they can still use additional assistance on ideas for promotional material, how to work the booth during the show, and on the post show follow-up.

3. APENN is at the lowest level of development as far as exhibiting. But Nicaragua does have many unique products to offer, which gives APENN an advantage in distinguishing itself from other exhibitors. APENN's best approach is to display its diverse products, especially showing how they can be used or eaten.

4. All the federations can use more help in the Preparation stage of exhibiting to develop more promotional strategies to get buyers to their booths, i.e. letters of invitation, press stories.

5. All the federations could also use help in training their staff to work the booth. No matter how experienced an exhibitor is, staff can always use more tips on presentation.

6. All the federations should have more assistance on Post Show Follow-up activities. This includes making sure they understand how to and have examples of letters to send to contacts made during the show. They also should have assistance in critiquing their booth and presentation, and discussing what actions can be taken to improve their exhibit.

7. The Produce Marketing Show in October would be a good training event for the federation representatives. For those who will be exhibiting (probably only FUSADES), it is a good chance for United to critique their booth and staff presentation. For the other federations, if they were to attend the PMA show, I could walk with them through the hall and discuss what booths are attractive, which booths have problems, and what ideas from the many booths on the floor could be used at AGRITRADE. This would provide a "hands-on" exercise in the do's and don'ts of exhibiting. Like the saying goes: "Seeing is Believing"

8. The federations seemed to like United's commodity specific promotional video tapes. These tapes may be another promotional tool that the federations can use in their exhibits. The federations could use tapes on the commodities that they are exhibiting. The tapes show how a consumer would select, store and prepare a commodity. This might be good in order to familiarize buyers with a commodity that may not be well known.

Purpose and Benefits of Exhibiting

1 Renew old contacts

2 Make new contacts

3 Promote your product

4 See what competition is doing

5 Learn new technology

6 Educational sessions

Other Benefits of Exhibiting

1 Customers can view your product and services directly

2 Conveys organized, reliable image

3 Makes an impression

4 Publicity

The Three P's of Exhibiting

Preparation

Presentation

Post Show Follow-up

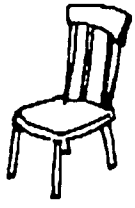
TEN COMMANDMENTS OF TRADE SHOW SELLING

1. ALWAYS QUALIFY A PROSPECT.

Unless your booth "visitor" is a qualified prospect, you'll be wasting your time. Make sure the prospect needs your product or service; has the authority to buy it, and has the money to pay for it.

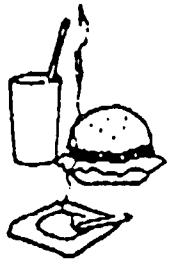
2. NEVER SIT DOWN IN YOUR BOOTH.

Stay on your feet at all times. Look alert and interested. No one wants to disturb someone who is sitting down and evidently tired. They'll let you rest. If you're tired, get out of the booth and rest yourself some other place.



3. NEVER, SMOKE, DRINK, OR EAT IN YOUR BOOTH.

Your booth isn't a dining area. You can't talk with someone while your mouth is full of food or liquid. Certainly with all of the signs that relate to "not smoking" all over the place, you must realize that there are many people who don't like smoking. If you can't refrain for the time you're in the booth, then get out of it and smoke somewhere else.



4. NEVER HAND OUT YOUR PRODUCT LITERATURE TO EVERYONE.

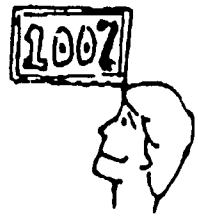
Use it sparingly and intelligently. Use it to qualify prospects as to the time of their need - immediately, soon, or in the future. Hand it out indiscriminately, and you'll probably find it stashed away in the rubbish cans at the exits, doing no one — especially you - any good.

5. ALWAYS WORK WITH A PREPARED SCRIPT.

Shooting from the hip is like playing Russian roulette. Maybe you'll win or maybe you'll lose. More sales — whether leads or actual orders — are obtained by those salespeople who know what they want to say and when they want to say it.

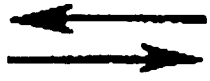
6. ALWAYS SET YOUR PERSONAL GOALS FOR THE SHOW.

Even if your company has set goals, set your own as well. Know what you want to accomplish in various time-spans. If you don't do this, there's no way you'll ever know if you've been sucessful. Remember the old saying, "If you don't know where you are going, any road will get you there."



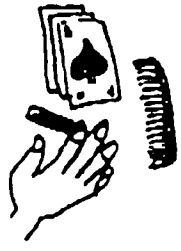
7. BE SURE YOU'VE COMMUNICATED WITH YOUR PROSPECT.

Too many people relate selling to talking and feel that if they have made a good sales talk, they've done a great job. Unfortunately, not true. As fas as I'm concerned, more sales are lost because the person on the receiving end never understood what they were being offered then were ever lost because the price was too high, or for any other reason. Be sure the prospect not only listens to what you're saying, but actually hears it and then, more importantly, really understands what you're saying.



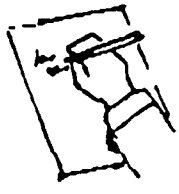
8. DON'T READ, PLAY CARDS, CHEW GUM, COMB HAIR, DO NAILS, ETC. IN YOUR BOOTH.

No reason to go any further — this commandment should be self explanatory.



9. ALWAYS SET YOURSELF SOME COMMITMENT TO ACTION.

Be sure your prospect understands that you'll do something definite to or for him/her after the show ends. Don't expect the prospect to take action and contact you. You take the information . . . you write the letter . . . you make the phone call . . . you set up the demo . . . etc.



10. NEVER, NEVER, NEVER, NEVER, EVER SAY "MAY I HELP YOU?"

9 times out of 10 the answer is going to be, "no thank you." Instead say something like, "When was the last time you used our product/service?" or "I want to show you some of the additions we've made in the past year to our product." In other words, phrase your questions in such a way that they cannot be answered by a simple "yes" or "no." You want to involve the prospect in a dialogue. You learn nothing when you're closed out of a continuing conversation.

GOOD HUNTING!

Benefits of United

1. Make Business Contacts
2. Gain Recognition
3. Information and Government Relations Services
4. Promote Products
5. Education

United Fresh Fruit and Vegetable Association

Revenue Sources

47% Convention

- registration fees
- booth space
- sponsors
- advertising

33% Membership

- dues
- advertising in Directory

12% Industry Promotion Program - Fresh Approach

4% Training Programs

2% Interest on Bank Accounts

2% Subscriptions
Rent office space
Management services for other association
Sell merchandise
Government contracts