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VALUE BASED SELLING

Our micro-journey on
"Return on Expectation"

Fernando Fischer

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VBS?

1. Get the **next meeting** to deepen insights
2. **Multi-threaded** decision makers and influencers
3. From *PUSH* product features to *PULL* customer's **needs**
4. Set prices based on quantified customer **value** vs. discounting early-birds
 - Recommend solutions: Location (*TIMING*) + Needs (*VALUE*)

3 PILLARS OF OUR VBS JOURNEY



TOOLS/TECH

Why control?



PROCESS

Sales Readiness
& Reward



TALENT

Behaviors

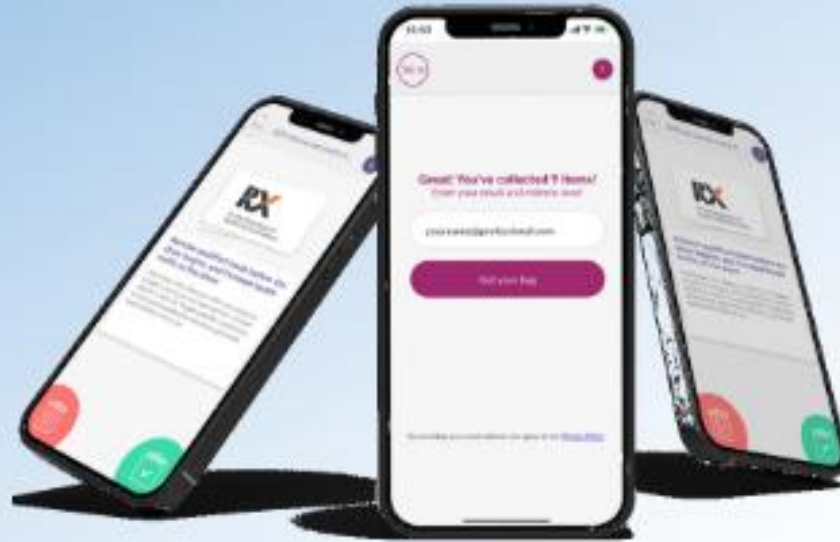
TECH: OWNING THE DATA JOURNEY

Atlas
Exhibitor Directory



Mercury
Registration

Digital Incentives
Lead Generation



Emperia
Lead Retrieval



POWERED BY RX DATA LAKE



PROCESS: 7 STEPS TO SALES READINESS

1. **Event value proposition:** sales can sell
2. High value **limited inventory** to limited potential customers
3. **Needs-based packages**
4. Client's **allocation** by sales skillset
5. **Measuring effort**
6. Training: **Role playing** culture
7. **Consultative rebooking** conversation



TALENT: BEHAVIOR TRANSFORMATION

Hiring

- From the event industry → Ability & talent (no degree)
- Internal referral + postings → Outsourced talent attraction + Intern programs
- 1:1 interviews → Group decision

Behavior

- Opinions → Facts
- Product training → Team Role playing
- Lack of clarity over career → Feedback => Create own opportunity
- Rewarding target → Rewarding over achievement
- Transactional sales → Customer needs

REWARDING EFFORT AS MUCH AS OUTCOMES

% of commission to drive Value



Uncapping commissions



MEASURING EFFORT



**not representative of the RX business. For illustration purposes only*



EXHIBITOR NEEDS

OBJECTIVE EXPECTATION

Lead Generation

Connecting buyers, sellers, influencers

Brand Awareness

Expand brand recognition to the community

Product Launch

New products or services to the industry

Thought Leadership

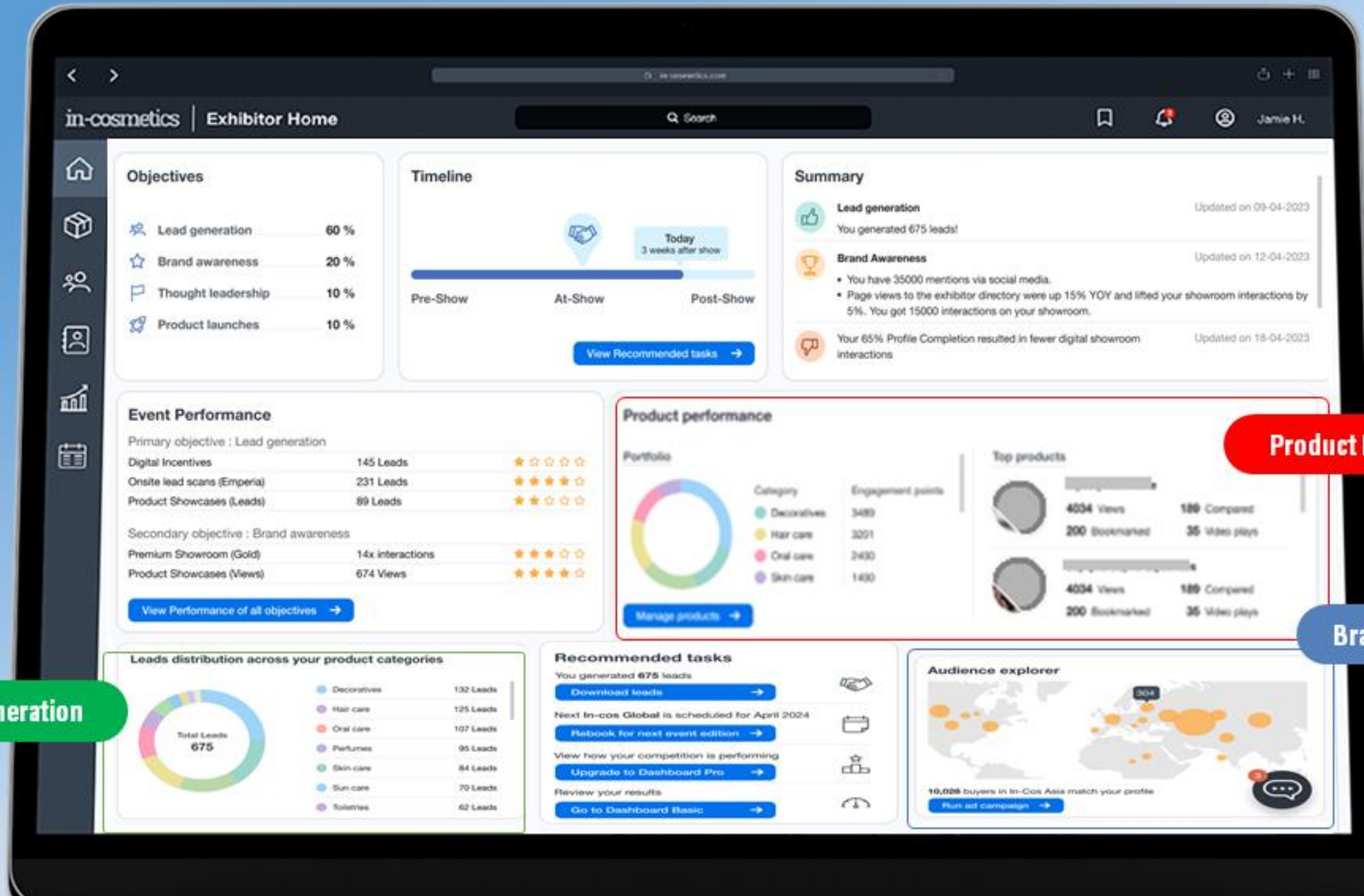
Brand as a voice in the industry for key and emerging trends

SUBJECTIVE EXPECTATION

Networking

Strengthen relationships with existing clients and community

EXHIBITOR DASHBOARD



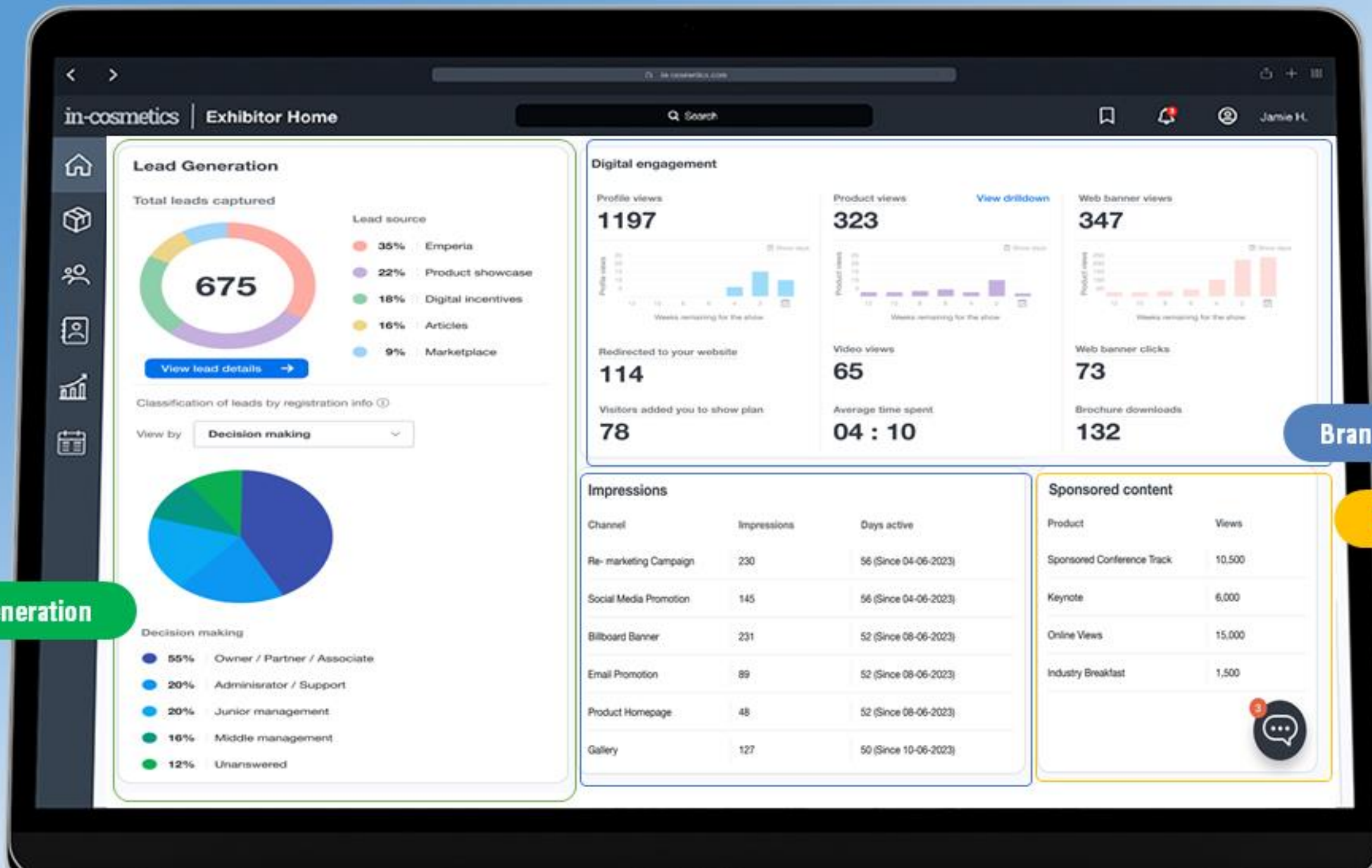
Lead Generation

Product Launch

Brand Awareness



EXHIBITOR DASHBOARD



Lead Generation

Brand Awareness

Thought Leadership



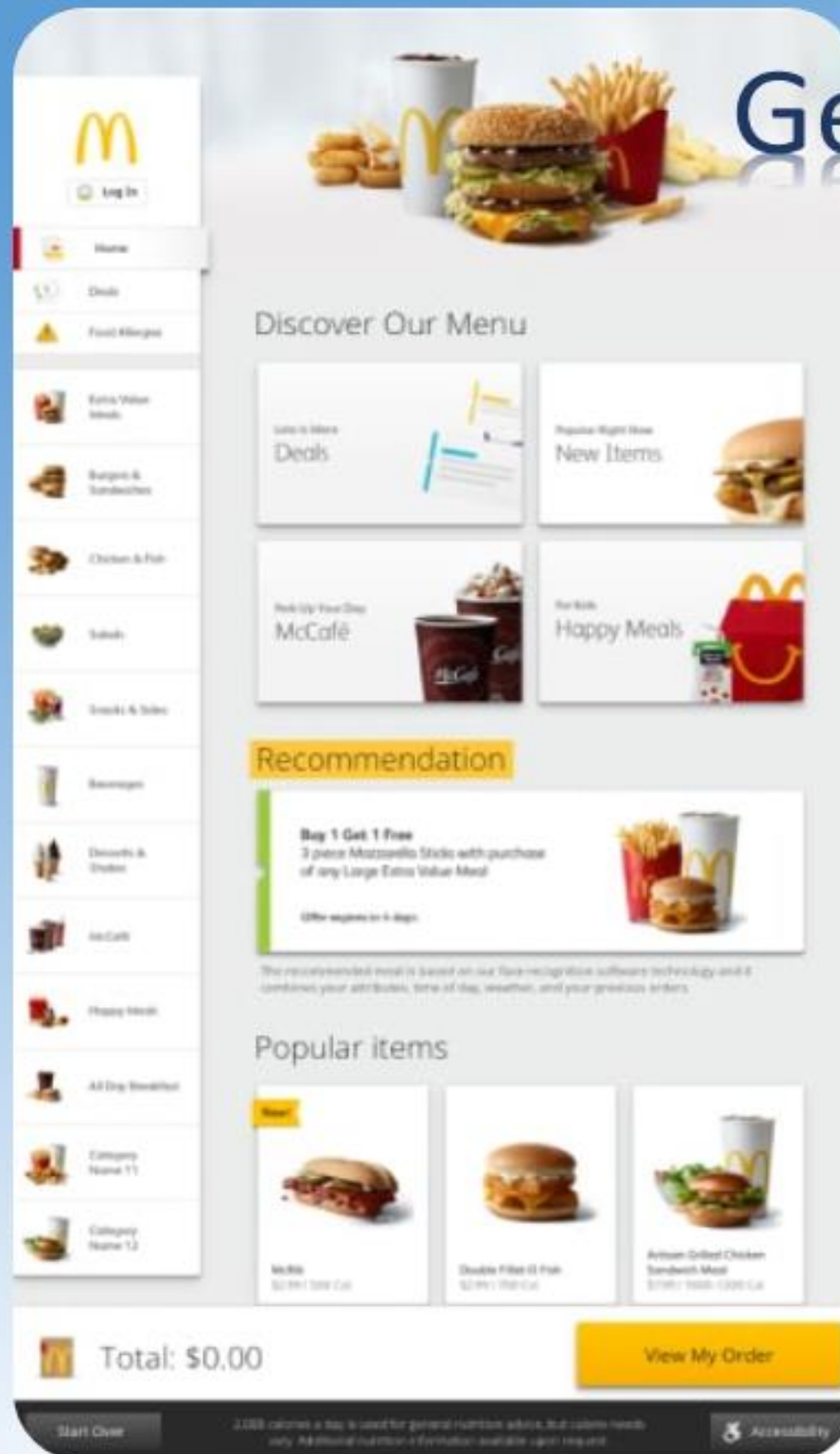
Generative AI

NEXT: VBS portal

1. *Needs assessment UI (*)*

2. Automated value recommendations

3. Connect Exh. Dashboard



Needs assessment UI ()*

1. Top 20 ? clients pre-approved
2. Needs identified
3. Needs quantified
4. Solution package
5. Value pricing

WORKING?

Effort...

- ✓ Contact customer more often > 40%
- ✓ Number of customers contacts > 15%
- ✓ Products sold per customer > 5%

Outcome...

- ✓ Digital sales > 10%
- ✓ Average \$ per customer > 30%
- ✓ Margin per customer > 50%

Future...

- ✓ NPS > 20 points



ISC WEST 2022

Exhibitor and Visitor
Connections



Legend

- Number of visitors and exhibitors
- At Show - Domestic Connections
- At Show - International Connections
- Online Interactions



Exhibitor and Visitor Connections

Filter by event

ISC West



SOMETIMES YOU
WIN,
SOMETIMES
YOU ~~LOSE.~~
LEARN

THANK YOU

