



HOW TO HAVE A SUCCESSFUL VENDOR CHAT

Our vendor chat room is located at

<http://www.wrapfest.com/convention07/vendor.html>

For some of you, who have never given a vendor chat online, it might seem like it's a difficult task, but believe me, it's not. Either Rich or I will be present at your chat so if you ever get stalled or need help, we'll be there. You can send us a private message in the chat room at any time. We will be sending you a private message at the beginning of your vendor chat too, just to check on when you're ready to begin, etc...

To send a private message, just put your cursor on our name (in the list of people in the chat room). Right-click on our name and you will see the choice for a Private Chat

CONDUCTING YOUR VENDOR CHAT

Here are a few tips to remember when giving your vendor chat.

1. You may want to send a notice to people on your own personal/business mailing list/customer list to let people know you will be giving a vendor chat at Wrapfest 2007!
2. Introduce yourself. You may have been in business for five (5) years, but there might be people at your vendor chat who have never heard of you or have seen your website. Act as if you are meeting everyone in the room for the first time.
3. Don't assume that your chat room attendees know what to ask you. Theoretically, you might come into a chat room where no one has even seen

your business. So if you ask, “Does anyone have any questions for me?”, and no one says anything, just be ready to start talking on your own. It’s must better to start off telling people who you and your business are, and giving them a brief background of what you sell.

4. If you find that people in the chat room want to know things about your business secrets and such, you do ***NOT*** have to reveal it to them. Some people will go as far as to ask you who your suppliers are, if you are selling a product. . You can just politely tell a person that asks that type of question that you don’t give out your business secrets and move on to the next question.
5. You have a full hour to have your chat, but if you feel you’ve said everything you need to say, you can end it at any time. Don’t feel obligated to stay the full hour.
6. Be sure to have links to anything you speak about in your chat. If you’re speaking about a specific product (planned) try to send a link through the chat room so visitors can go to the page. If you are having a special sale, have the link handy to send it to everyone who reads your chat. Remember, people will be downloading the transcript of your chat so having your links in the transcripts can lead to more sales.
7. It’s ok to be long winded. Your vendor chat is the perfect place for you to be as long winded as you can be. If someone asks for a description or explanation feel free to fully speak about things if you’d like.
8. When giving your vendor chat, try to stay away from one word answers if you can. Stretch everything out to it’s limits. It’ll be better reading for the chat room attendees and for the transcripts we supply to others later.
9. We will be furnishing you with a copy of your vendor chat transcript. You may want to place this transcript up at your website for your customers to read. No

other Wrapfest 2007! transcripts are to be made available to anyone except for your own vendor chat transcript.

If you have any questions please contact me at vendors@wrapfest.com or Rich at rich@rwrapfest.com You can also contact Rich by phone at 201-694-4054 if you need immediate help.