

Tradeshows Life: It's Show Time!

Which tradeshows life do you live?

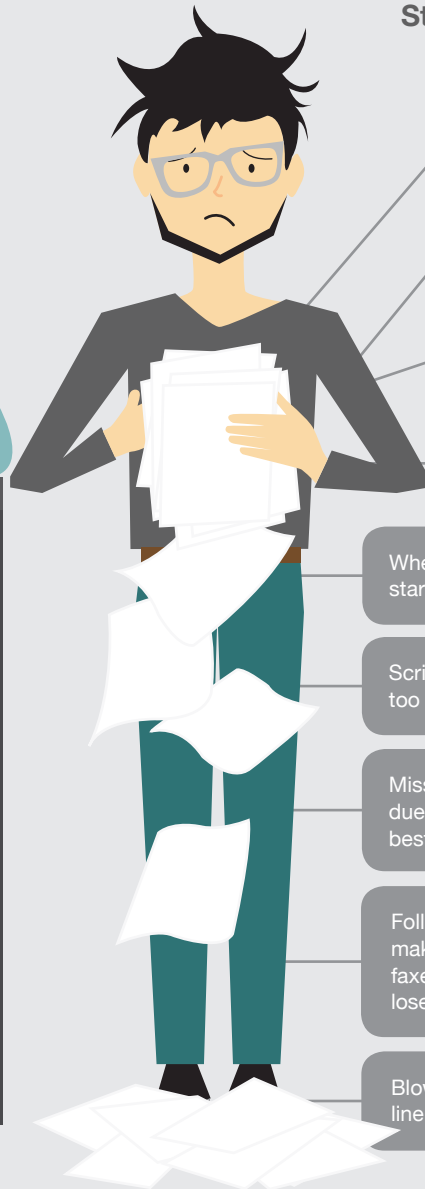
Uses B2B eCommerce

- Makes buyer's life easier
- Has all product info on hand
- Uses barcode scanning for instant product info entry
- Sells accurately w/ real-time inventory
- Runs daily reports; helps buyers w/ what's trending
- Sees more accounts per selling day
- Uses info to suggest additional items and to upsell orders
- Quickly sends visual meeting recaps
- Saves up to 90% on print costs



Sticks to Pen & Paper

- Makes buyer's life more difficult
- Fumbles w/ catalogs for product info
- Makes buyers wish they were at the bar
- Sells w/out knowing inventory
- When asked what's trending, stares blankly
- Scribbling notes takes too long, sees less buyers
- Misses upsell opportunities due to inability to search best-sellers
- Follow-up fails: makes order-entry errors; faxes orders weeks later; loses notes
- Blows \$\$\$ printing outdated line sheets and catalogs



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