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Leading *focus*

EXECUTIVE DECISIONS
 THAT MAKE A DIFFERENCE

When faced with a budget crisis beyond proportion and mounting promotion and industry trade show demands, one company stood up to adversity and made a new name for itself by spending smarter.

When Do We Challenge the Status Quo?

While working for Virtual Systems, a Point-of-Sale (POS) software client, I learned that one of the annual budget items was \$275,000 spent on a single trade show for the POS industry. The sales and marketing teams always put a lot of planning, money and thought into the show, and almost always came home hungry, with little to show for it.

The reason: The show was almost sold out with competing POS companies, all working to out-do each other's booths, presentations, giveaways— all the traditional trade show avenues. It

was time to put an end to this cycle.

By recommending that the client send the sales team to the show on the floor, but not invest in a booth in the “Me Too” contest this industry expo had turned into, we freed up over \$225,000 that was then invested into three other trade shows attended by the company's key clients: One in gift shops, one in bookstores, and one in pharmaceutical retail. In each convention, they were now the *only* POS company on the floor. The result: Sales growth of more than \$ 3 million in new orders.



ABOUT THE AUTHOR

Sean Dykhouse is a sales leader born in Wilton, Connecticut and raised in Ann Arbor, Michigan. He creates stellar teams of artists, designers and web-savvy entrepreneurs to achieve record growth for clients including BarnesandNoble.com, Eden Foods, Habitat for Humanity, Oxford University Press and Virtual Systems.

When asked what best describes a true leader, Sean's reply is simple: “Promote and share information and experience that inspires, excites and motivates others to achieve certain **success** in both business and in life! I am blessed to build wonderful, lasting relationships with people where I live, work, and abroad.”