

## CHECKLIST Before, during and after

### \_Step 1\_ Before the show

#### 1.1 TRANOÏ LINK

- If not done yet, create your account on TRANOÏ Link

TRANOÏ LINK is the TRANOÏ B2B digital platform that help you increase your sales and develop your buyers' network

- Make sure your profile is up to date : logo, banner, description, location, stockists...
- Make sure your Instagram account is linked to your profile
- Add your new collection products (at least 3 products)
- Mobilise your buyers' community:
  - Share your Profile Link to your community
  - Invite them to meet and discover the collection at the event (check '*Media kit*')
  - Work on your retailers' prospection thanks to TRANOÏ LINK using the feature « REQUEST TO CONNECT »
  - Suggest the opportunity to use the Live Streaming Studio if they are not able to come to the show.
- Sync your calendar to the platform to make appointments

#### 1.2 SALES

- Identify your competitors
- Prepare your linesheet (sketches and prices)
- Make sure you have enough business cards
- Think about your payment conditions
- Create order sheet approved by your lawyer
- Define your refund, re-order and return policies
- Fix your prices and incoterms
- Define the minimum quantity for the production and make sure about the delivery process (shipment, delivery dates...)

#### 1.3 COMMUNICATION

- Be sure and strong about your identity
- Print the lookbook of your collection
- Prepare your press book
- Contact and invite your existing and potential clients list – using the ticketing platform link and invitation code –Refer to MEDIA KIT
- Promote your participation on your social media accounts (Refer to MEDIA KIT for ready to use texts)

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### \_Step 2\_ During the show

- Strong and light merchandise with eye-catching pieces at the front
- Your collection should be put in the right order, take picture once all is set and done and respect during the whole event the order that you choose
- Welcome every single person that enters your booth, they could be the most important person you will ever meet !
- Remember to hand out your business cards and to collect one from the person you meet: trade show visitors are not only buyers but also fashion companies, luxury groups, communication agencies looking for trends
- Connect to TRANOÏ LINK to answer any request you might have received

### \_Step 3\_ After the show

- Thank all the clients and prospects you met during the show
- Make a review of all orders taken
- Contact your clients and prospects who didn't come to the show
- Connect to TRANOÏ LINK to continue promoting your collection online and to make appointments with buyers
- Send as soon as possible the order confirmation and check all the payment for production