

Nigel Mannering - Napier

TRADE SHOW EVENTS

MeloYelo owns some branded gazebos which are available to book for agent events.

Nigel used the gazebo for his exhibit at the Home and Garden show in Napier. Nigel turned this event into the **most successful sales-generating event ever** implemented by a MeloYelo agent.

HERE'S HOW HE DID IT:

- **Setting up the Gazebo for Maximum Impact**
 - Designing the Gazebo Display
 - Arrange a lineup of demo ebikes with information labels attached
 - Include inspirational ebike trail shots to help customers visualise themselves riding a MeloYelo.





- **Engaging with Customers**
 - Be energetic and engaging, focusing on addressing the group rather than individual customers
 - **Use a valuable hook**, such as a hamper valued at \$300, to attract customers and encourage participation
- **Converting Interest into Sales**
 - Collecting Customer Information (book a test ride form or Email me your free booklet form) so we can get them into our database
 - Booking Test Rides
 - Have a **booking sheet / diary available to schedule test rides** for specific dates and times over the upcoming 1-2 weeks.
 - Lock in customers for their test rides to increase the likelihood of bike sales.

WANT TO BOOK A GAZEBO?

Contact andy@meloyelo.nz