

# SEIZE THE MOMENT!

## Get sorted at SOS



This is your chance to find out about sales initiatives, gain in-depth market knowledge and get to discuss product and market developments with the people in the know - the manufacturers. By attending, you can get ahead of the game and prepare yourselves for a brilliant sales performance in 2005.

The SOS Show is to take place 8 and 9 December at the NEC Pavilion, Birmingham. The event is organised by Spicers, the timing coincides with the launch of dealers' January 2005 catalogues. David Grassby, director of marketing, told us, "Our objective is very simple. We want to get as many dealers and their sales people along as possible."

And why? Because the whole point of the exhibition is to show products to those people who are the ones talking to end-users and that's you, the sales people.

Whether you're out on the road or selling from your desk, this is one of the few chances you probably get to see and feel (if you're that way inclined!) real products and talk directly with the suppliers about them. You'd be surprised how valuable this can be. A lot of work and effort goes into staging the event, both from the organisers' point of view and manufacturers. Feedback

On the field hero Sir Trevor Brooking will be speaking, as will Birmingham City's Karren Brady who's from the boardroom side of the game.

from those who attended last year's event points to the fact that the key to its success is to add value to those who do attend.

Grassby believes they've done that this year. "SOS 2004 build on the success of last year's show. It's very important that sales people have the opportunity to talk with manufacturers, see products and generally ask questions."

Grassby continues, "What we want to do is educate dealers and their sales teams as to what the new products are that will be available in the January catalogue. It's the chance for manufacturers to explain what their ranges are, what their unique benefits are, and so forth. Dealers' sales people can get first-hand knowledge and understanding and come back to work in the new year ready to maximise sales from the new catalogue."

To help encourage attendance, Spicers will also be offering an extra incentive. "It will be related to selling new products in the first two months of the 2005 catalogue," explains Grassby. "Sales of new products

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If you visit SOS, you can qualify for an **extra 10% off new product sales** in January / February



Where **NEC Birmingham**  
When **December 8<sup>th</sup> - 9<sup>th</sup>**  
USP 1122

If you still need convincing then here's what some of the visitors who attended last year's event had to say.

"I received interesting information from every stand I visited, that made the big difference."

CHRIS HILLS,  
TALKING BUSINESS

"Stands were well laid out making it easy to get around."

CHRIS OVER,  
BORDER OFFICE SUPPLIES & SYSTEMS

"First visit and very impressed."

RYAN SAMSON,  
NETSTATIONERS

"Roger Black's talk was fantastic."

JAMES DUNCAN,  
HARTS OFFICE SUPPLIES

"It's surprising what you find out and you see new products that are being launched that you might otherwise miss in the pages of the catalogue."

PAUL COMMONS,  
EXAMPLE OFFICE SUPPLIES



featured at SOS, will be rewarded, in the form of extra discount. Our whole aim is to make it profitable for sales people to do what they are trained to do, which is sell. However, they must attend SOS to be eligible."

And it isn't just about this particular incentive, many leading manufacturers will be attending and many of them have some very 'special' surprises waiting for you. Free samples, product training sessions; show deals and even Indian Head massage sessions are on offer.

As well as a fine array of office and related products, there will also be the SOS Business Experience. Held on both days before the exhibition opens, on the field hero Sir Trevor Brooking and Karren Brady, board director of Birmingham City will literally 'kick' off proceedings with a motivational insight into football tactics, both on and off the pitch.

Whilst we can always find a good reason why not to attend events like this (mostly time) perhaps this would be time well spent. Let's face it, when the new catalogues are launched in January it's really important that you capitalise on getting them into your customers' hands quickly and to bring attention to the new products.

The first quarter is the busiest and potentially the highest revenue earner, so it's a really good time to re-focus your customers on their



**"Sales of new products featured at SOS, will be rewarded, in the form of extra discount. However, they must attend SOS to be eligible."**

needs and for you to use your new catalogue to 'adjust' their core lists and find ways to retain margin and increase sales, especially with new products.

There's no doubt that new products are the 'life blood' of our industry and whilst they may be hard to spot in the catalogue there are going to be some golden opportunities. Sometimes, there really is no better way to understand products and their potential but to see them in the flesh! Sometimes the page just doesn't do the product justice.

The exhibitor list is impressive. There are 60 suppliers attending, along with BOSS, Interactive Products and dealer groups Officepoint, OfficeSTAR, Office 1 and Superstat. As we've already alluded to, several of the suppliers are also planning some interesting things for you to see and do. Look out for some interesting vendor services and dressing up!

This is a must for anyone wanting to capitalise on the opportunities open to them for 2005! ■

- **WHEN:** December 8th and 9th
- **WHERE:** Birmingham, NEC Pavilion
- **HOW:** Register online at [www.sos04.net](http://www.sos04.net)