



# The Fable & Foible of the Other Guys' "LOSERS"

It's at the heart of every purchase: "Did I make the best deal possible?" There was a commercial by a muffler company that had the buyer screaming, "I'm NOT gonna pay A LOT for a muffler." The original book on the subject of being cheap was written in 1980 by (???) Cohen, titled, "You Can Negotiate Anything."

I say it's all "CRAP!" In fact, it's "CREEPY CRAP!" Because, after you meet someone who wants to dicker and deal, you feel creepy. And if you did the "deal," you feel like crap.

It's a losing proposition, folks. A LOSER'S GAME !!!

You can't imagine the number of exhibitors who call The Home ShowS, after the *Other Guys*, and start with, "What kinda deal can ya make me?" Not like a 'few' – dozens!

Get into the conversation a little and we learn they were in another show (not ours) – that show sucked (not ours) – they complained to everyone (and now to us – about a show *that wasn't ours*) – talked to exhibitors who said, "Call (Peggy/Jessica/B.K.) at The Home ShowS – they even complained to the *Other Guys* about how lousy the show was and the *Other Guys* said, "If you think our shows are crappy, call The Home ShowS and see how bad they are!

[MAN - OH - MAN ... I'd like to punch the *Other Guys*' lights out !!! (plus) !!! ]

Then I calm down (*a bit*) and it dawns on me . . . we get recommendations from everybody. Now we're even getting referrals from the *Other Guys* (Huh?) Sure, it's reverse psychology to demonstrate some kinda dominance.

*Whatever . . .*

When the exhibitor's calling us saying the *Other Guys* told them to, well, even back-handed disparagement gets the exhibitor pointed in the right direction . . . *potentially*.

## But that's NOT the value of this Fable . . . .

Here's the stuff . . .

The *Other Guys* have already spoiled these exhibitors on shows. They dealt out huge discounts that destroyed show revenue and left little for advertising. What happens? The show tanked. THEN, they call us.

Often, we get an exhibitor on the phone who challenges us in two ways: 1<sup>st</sup> "Prove that home shows – YOUR HOME SHOWS – work" and, 2<sup>nd</sup> "Gimme a deal."

Regarding the first issue, how do ya prove a future thing? How can we prove The Home ShowS will be better? References? But that's why they're calling. Either the *Other Guys*' exhibitors suggested they call us, or the *Other Guys themselves* are telling them to call us.

References from OUR exhibitors? "Sure, here's some more names" (... hope they aren't too busy to answer the call).

The big truth is, we've been doing home shows for over two decades – 23 years, to be accurate. You can't last that long by telling people "We're the best!" and then producing junk.

Then, we get to Part 2 – dealing with the *deal-makers*.

No one can beat the price of a bad show by a bad producer. If the show didn't have traffic, it's because the producer was dipping into the revenue – taking profits before earned – and trading advertising funds for deal-making (discounts to *sway* exhibitors into the *Other Guys*' shows) chumping every other exhibitor on the show floor.

# Here's the Foible part . . .

We can't change the fact that they exhibited in the wrong home show.

The *Other Guys* plied them with lower prices and free space. After they wasted their money on an unproductive show, they want a discount to try our shows out – *take them for a spin*, so to speak – not *just* a discount, but a *DEEP* discount.

They want YOU to pay for their mistakes (the *Other Guys*' exhibitors'), so they have the gall to ask us for these deals BECAUSE the *Other Guys*' shows were so bad. (*And this is OUR fault – YOUR fault – how?*) It's adding comedy to their drama. *But, it's not gonna happen.* They got what they paid for. They can't put the bite on US or YOU so they can compete with YOU on YOUR dime.

They didn't pay for The Home ShowS – our management and administration – our advertising to pull attendees – our halls in the right towns at the right times – our walking the floor, answering every need and, generally, being on call throughout the entire process from reservation to take-down, all to produce a successful home show. That's the real meaning of a 'deal.'

The cost of exhibiting for some (setup/takedown, staffing, display, literature, etc.) has been projected at three times the cost of space. So, if the show dumped, they not only didn't get what they paid for, but they got less than a third of what they paid for.

Remember, every dime the *Other Guys* gave in deals and discounts came from the pocket of every other exhibitor (especially the 'full-price' guys). That's not fair. That's not equitable. That's not the way we do business.

We've seen deep discounts by the *Other Guys* – even free space deals to friends / people who complain about the last show / people who won't do a show without a 'deal' / to switch exhibitors from our shows to the *Other Guys*' shows ("got an 'unbelievable' discount") . . . and now they're told to call us. Huh.

## Are YOU one of the Other Guys' LOSERS?

If you're one of the *Other Guys*' **LOSERS**, wake up! You can't be taken for a ride IF you know the rules of the road. When everyone around you is getting a discount / a deal / free space, it's pretty much a given that you are the **ONLY** one paying the show advertising and the show is gonna suck!

If you're one of the *Other Guys*' deal-makers, well, you're not as big a loser as the exhibitors that paid more . . . so, you're just a **HALF-ASSED LOSER** because you can't cut the cost of setup/takedown, staffing, display, literature, etc. You're just not paying for advertising. But you're still paying for a wasted weekend, booth labor, and gas for shows that "aren't doing it for ya."

If you're thinking about doing the *Other Guys*' shows, because of their "unbelievable deals," then you're a **LOSER WANNA-BE**. The deals they offer aren't worth the price of admission, or the money you think you'll save.

If you're dropping shows because "they don't work for you anymore," then you're a **BURNED-OUT LOOSER** because the *Other Guys*' killed your buzz. Don't let them dictate the terms of surrender. You still have a business to run, and we've got shows that'll help you succeed. (*Ask our competitors – LOL*). Be dauntless and overcome your mistakes. Call us. Our shows still produce leads, sales and successes.

And, if you're in **The Home ShowS**, congratulations. You've done the **BEST** you could with your advertising budget and you're beating the competition in the *Other Guys*' shows. Take their word for it.

## Exhibiting "our way"

We advertise The Home ShowS better than any other show, and with consistency. That's how we generate attendance and lead potential customers to YOUR booth. We wouldn't be in our 23<sup>rd</sup> year of productions if we didn't.

We offer discounts to everyone **EQUALLY**. Every exhibitor has the same opportunity to benefit from our discounts – not just those on the 'friends and references plan.' (*We don't buy "references."*)

We already beat every other producers' discounts with Early Bird Discounts; Fall/Spring Combo; Multi-Show; and, Multi-Booth Discounts. Take advantage of them and be timely because when they end – they end. After that, we don't 'negotiate.' The price is the price – the cost of doing business – the *value* of success.

That's my opinion. And, if I offended you by calling you a "loser," well ..... *too bad.*

Wanna complain? Call the Other Guys. (*That's my referral back to them.*)

Wanna comment, email *Lil' Johnny* @

[John@ChicagoHomeShow.net](mailto:John@ChicagoHomeShow.net)

SOURCE: [www.ChicagoHomeShow.Net/LilJ](http://www.ChicagoHomeShow.Net/LilJ)

