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## Successful Trade Show System Released By Matrix Impact

CLEVELAND, March 12 /PRNewswire/ -- Trade Shows can make your entire sales year. But what is often the case, more mistakes are made than sales. The mistakes start with little or no preparation then progress to poor performance at the show and end with a lack of proper follow-up. Utilizing a proven system can minimize if not eliminate these problems before they irreparably damage your ability to find and close trade show business.

Matrix Impact has just the solution to the challenges facing companies as they plan for the next trade show. Our proprietary Impact Trade Show System(C) whitepaper has just been released for download on the announcement site <http://www.buildyoursalesmachine.com/> in the Media Center and News Section.

"You want to capitalize on every dollar you spend and every lead you find. That makes pre-show planning, day of show performance and post show execution all critical aspects to the achievement of maximum dollar sales," said John Kolencik, president of Matrix Impact. Companies forget that their investment isn't just the cost of the booth. Time and effort of the booth staffing team is the largest expense you incur. "Ensuring your show's success requires an established system that helps you to close any and all opportunities you uncover," said Kolencik.

The complexity and synchronization of all the activities needed for a successful event can be daunting to even begin which is why Matrix developed this system. Teaching customers the ability to find and close more sales has been the hallmark of our business since 1994 and this system's adaptability to virtually any marketplace is another piece of the overall sales puzzle.

Please call 216-347-6729 or send us an email with any questions you may have on implementation.

Our next webinar "Do Your Sales Meetings Motivate or Disintegrate" is March 19th from 2:00p to 3:00p ET. To learn more and register go to <http://www.buildyoursalesmachine.com/impactseminars.html> ; While you are there check out our entire 2008 webinar/seminar calendar.

### About Matrix Impact

Matrix Impact (<http://www.matriximpact.com/>) has helped improve sales, marketing and customer service organizations across the country. We focus on building best practice systems and processes that get the most from every employee, every resource and every minute. Matrix Impact keeps sales teams on the forward progression that is needed to compete and win in this new millennium marketplace and beyond.

Source: Matrix Impact

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