



**Two-Brain
Business**



SOPs – Trade Shows and Fairs

Preparation checklist:

Table Cloth
iPad
Ballot Box
Small Kbell
Rope
Rings
Catalyst Banner

Setup: [insert pic]

iPad showing “What happens in CrossFit” video - https://youtu.be/rGlyQ_IKpI8
Ballot Box
Ballots
“Win FREE OnRamp – Value \$199” Sign
Banner on front of table
NO CHAIRS AT TABLE

Conversation:

The role of the coach at the table is NOT to sell memberships; it's to start conversations. Smile, say “Good morning!” and answer questions. Do NOT sell. Offer a chance to win a free OnRamp PT package. Make sure the email is filled in on the ballots and the handwriting is clear. Explain that winners will be announced the next day via email.

Never, ever say bad things about the competition.

Breakdown: Pack things up carefully so they're ready for next time. Notify GM of supplies needed (if you run out of ballots, for example.)

After the show:

Enter every name and email address in a new List in Constant Contact.

Use the “OnRamp Winner” email template.

Draw a winner.

Insert their name in the OnRamp Winner template.

Send to the selected list. DO NOT post to Social Media.

[the template will offer a “group onramp” special to attendees at the show. We don’t announce this in advance.]