

BACK OF THE ROOM SETUP AND SALES MAXIMIZATION



The SpeakerCareer.com Business Blueprint

**How to increase
your chances for
high sales
volumes at every
event**

Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at

<https://speakercareer.com/members/blueprint/m7/bor-setup/>

Follow these guidelines while selling your product:

1. Position your product table in front of the most trafficked exit.
2. Stand-up side displays and a tablecloth adds prestige and makes it obvious where your books are for sale.
3. At larger events, an assistant and turnstiles to guide the line are helpful.
4. Manually imprint credit card and process them later for speed.

AND/OR

Have your Paypal/Square reader readily available.

5. Consider roping off a dedicated photo area and give social media tagging instructions.

Ideal Setup: Person manages line, payment taken product given, buyer gets book signed, volunteer takes photo.