

# Craft Your Message

(Trade Show U Session #4)

## Consider Your Prospects' Goals from Their Perspectives

### **Example:**

*"I've packed my bags, and I'm ready to head to \_\_\_\_\_.*

*I really hope to find a supplier or partner who will help us solve the issue of*

*\_\_\_\_\_.* *It would be amazing if I could find a supplier that could*

*\_\_\_\_\_.* *That would make me feel \_\_\_\_\_."*