

ROI at the SMART Annual Convention

Open letter from SMART Member and Annual Convention Attendee

I have been to several SMART conventions in the past. I have personally enjoyed attending each of them, and the conventions have all been positive for my business. This latest convention in Miami was my most successful SMART convention ever. I would like to share some of my SMART convention success stories.

About 6 weeks before the convention I began to reach out to members, asking if they too were planning to attend the meeting and if they would have time to sit down together in Miami. I briefly presented some of my products for sale and several members agreed to meet with me at the convention to continue our talks. I am happy to report that just two weeks after the convention deals, are changing from talk into reality.

At the convention I had a conversation with one member I had known for years through SMART, but with whom only recently began conducting business. Our business dealings started through an ad in SMARTTrader. We both agreed that SMART had brought us together, and if it wasn't for SMART we probably would not be doing business together.

For six months I have been planning to take a trip overseas to find new customers for a product I now sell domestically. Going overseas is expensive, takes time, and energy. Being a little lazy and a procrastinator, I put the trip off repeatedly, hoping I would get lucky and new customers would magically find me. Well, I got lucky. I got lucky in Miami at the SMART convention. I was able to connect with a potential customer I had previously sought out at our convention and I did not have to travel overseas to find them. I just shipped my first container to the new customer and saved the cost of an overseas flight, hotel, meals and rental car.

A fellow SMART member told me he wanted to sell one of his products to a friend of mine and fellow SMART member, but he was having a trouble connecting. I was able to help two SMART colleagues unite and they have now begun to do business together.

I went to Miami with my wife who is not involved in the business and did not attend any of the meetings however she was warmly welcomed by other SMART attendees and spouses. One night we were walking down the street in front of the hotel, looked in the piano bar next door, saw some SMART members inside, so we went in. We had a wonderful evening with the other SMART members who were enjoying the music and the South Beach atmosphere.

These are just the highlights. I could go on, and I am certain I am not the only SMART member who had a good time and did some business in Miami.