

# Booth Staffing Tips and Techniques

## DID YOU KNOW?

60% of a prospect's impression about your company at a trade show is based upon the booth personnel's attitude and behavior.

## WHAT DOES THAT MEAN FOR YOU?

Simply put, it means that the most important and memorable component of your trade show is YOU, the booth staffer!

How you act and represent your company is more important than your giveaways, literature, graphics or even your display.

## What can you do TODAY to improve your show?

### ETIQUETTE: the "Do's" and "Don't's"

Avoid smoking, eating, sitting, leaning on counters, blocking the booth entrance, crossing your arms, working on your laptop, and talking on your cell phone. You will be perceived as not interested in being there.



**SMILE, SMILE, SMILE!!!** It makes you look more approachable (and improves your mood!)

Avoid "radar vision," i.e. scanning the aisles for name badges, and looking at the name badge

before greeting the person. Also, be sure to wear your badge on your right side so it can be seen better when you shake hands.

Do not cluster with other members of your staff—people don't like to approach others who are engaged in conversation.

### APPROACHING YOUR GUEST

As simple as it may sound, the most powerful thing you can do to change the effect and success of your show is to stop thinking of people as prospects, attendees or leads and start calling them your guests.

Do not start with "yes" or "no" questions. Develop an open-ended opening line, something like "Thanks for visiting our exhibit. What prompted your interest in our products / services?"

Never say "Can I help you?"—it's a closed-ended question that often prompts a response of "No thanks, I'm just looking."

Concentrate on what's unique about your company, product or service – what's your most interesting story to tell? Talk benefits, not features.

Be properly aggressive – if someone makes eye contact with you, that's an invitation to start a conversation!



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## QUALIFYING

If you do not immediately qualify your guest, you are wasting your time, their time, and your company's money!

1. Use smart questions to identify their needs, their purpose for visiting you: questions like "What created the need?", "What would you like to achieve?"
2. Practice active listening – listen to understand, not to reply.
3. Limit conversations to approximately 5 to 10 minutes in order to free yourself up to meet more prospects. At a trade show, time is your true competitor, not other exhibitors - you only have a certain amount of time to meet as many qualified prospects as possible!



## DISENGAGING

Ending a conversation is not rude or impolite. If done properly, it will leave your guest with a positive impression of you and your company.



1. Summarize the conversation and review benefits as related to their needs.
2. Reach an agreement on next course of action. Ask them "What would you like to have happen next?"
3. Do not hand out expensive literature – according to industry research, approx. 8 out of 10 items picked up at a national trade show do not make it out of their hotel room! Use inexpensive handouts and, if necessary, send them the expensive literature so that it does not compete with all the other materials they receive at the show.
4. If your company uses giveaways, now is the time to hand them out. Giveaways should be used as rewards and "thank you's" for spending time with you – they should not be out in the open for anyone to grab and walk away without making contact.

## POST-SHOW FOLLOW-UP

80% of all exhibitors fail to follow up properly!

1. Separate your leads into groups: "A" leads are the immediate, high potential prospects; "B" leads are future high potential prospects; "C" leads are long-range or low potential prospects.
2. Respond quickly – "A" leads should get a "thank-you" phone call the very next day; "B" leads should be contacted within 1 week; and 2 to 3 weeks is the maximum time for "C" leads.
3. Add your leads to your existing database, and track them to determine your Return On Investment and your Return On Objectives.



If you are simply doing what you say you will do when meeting with your guest, you will be ahead of 80% of all other exhibiting companies, including, most likely, your competition.

## We hope you have a successful show!

To learn more about how you can make trade shows more profitable for your company, please call us today.



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