

# ExhibitTips™

## BOOTHMANSHIP - PART I

The most crucial aspect of any booth is its people. Your image does not stop with an elaborate booth, fancy advertising or impressive literature. These certainly help, but it is people who sell your company and its products or services. The team chosen to represent you is your ambassador. It's your people who will make or break future relationships with attendees.

**Use the *PEOPLE* formula to select your best staffers.**

Chose, *People-oriented* staffers, who are *Enthusiastic*, *Observant*, have excellent *Product knowledge*, are keen *Listeners* and finally, are *Empathetic* to their visitors' situations.

Exhibit staff training is essential for a unified effort on the tradeshow floor. Use a knowledgeable employee or hire a specialist to ensure your people have the necessary exhibiting skills. In particular, your staff members need to know:

**1. Why your company is exhibiting.**

The purpose for your involvement in the show and what you are expecting to achieve through your participation.

**2. What you are exhibiting.**

The specific products/services you plan to exhibit. There should be no surprises when your team arrives at the booth.

**3. What you expect from them.**

Your team must be encouraged to set their own goals based on overall exhibiting goals. They also need to know what you want them to do on a daily basis. For example, how many people do you expect them to interact with and what kind of information do you want.

**4. How to do what you expect from them.**

Train your representatives to be more effective on the show floor. Show them how to demonstrate the products displayed, and to effectively qualify prospects.

To keep everyone on track, meet with your team regularly, before the show begins and at the end of each day. Remind them of what needs to be accomplished, evaluate performance, answer questions, monitor goals and generally keep everyone motivated. Take a few minutes at the end of each day to debrief the day's activities and look for ways to improve performance for the following day.

**Guidelines for Engaging Prospects:**

1. Prepare 3-6 engaging questions before the show.
2. Create the right first impression.
3. Encourage visitors to want to spend time with you.
4. Be friendly and nonthreatening.
5. Build rapport.
6. Ask questions that stimulate thought and encourage conversation.
7. Ask open-ended questions—beginning with who, what, where, when, why or how.
8. Relate questions to the industry, product/service and its benefits, or to a specific situation.
9. Avoid trite questions, such as “*Can I help you?*” “*How are you doing today?*” “*Are you enjoying the show?*”
10. Practice, practice, practice.

**1. Industry-related**

Sample question: “*What concerns does your organization have regarding (issue)?*”

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**2. Products/service-related**

Sample question: “*How could you see using (product/service) in your organization?*”

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**3. Benefit-related**

Sample question: “*How important is (benefit) in your present situation?*”

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**4. Situation-related**

Sample question: “*What are your most important needs in (situation)?*”

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**5. General**

Sample question: “*How familiar are you with our product/service/company?*”

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