

# ExhibiTips™

## BOOTHMANSHIP - PART II

### *Guidelines for Qualifying Visitors:*

1. Proper qualification = purchase probability.
2. Establish who the visitors are.
  - Decision maker
  - Supplier
  - Influencer
  - Foreigner
  - Competitor
  - Other
3. Find out where they are located. You don't want to spend unnecessary time with someone outside your organization's selling/distribution area?
4. Ask questions which reveal their level of interest/need for your product/services.
5. Investigate what created the interest/need and what particular problems exist that using your product/service could solve.
6. Inquire into their decision making process, i.e. the prospect's influence/authority in the buying decision.
7. Explore time and budget parameters.
8. A good probing question to get more information : *"That's interesting. Could you tell me more about that?"*
9. Conduct a conversation, not an inquisition.
10. Anticipate questions and lead the conversation by asking questions.
11. Record all prospect information on a lead card.
12. Remember to use the **80/20 Rule**:
  - 80%** of the time listen to visitors.
  - 20%** of the time talk about your products/services.
  - (Never talk for more than two minutes straight.)

### *Guidelines for Sales Literature:*

1. *Don't hand out expensive literature.* 64% of literature handed out at shows is thrown away. Rather have an inexpensive piece to give away.
2. *Offer to send information.* Remember to send material in a timely manner. It should be on the prospect's desk within 48 hours of the show.
3. *Only give literature to qualified prospects.*

4. *Remember, literature doesn't sell - people do!* Use literature to enhance conversation - not as a barrier.

***Guidelines for Premiums:***

1. Get some qualifying information from visitor before handing over a gift.
2. Use gift as a "thank you" token for stopping.
3. Don't leave gifts out for any passersby. It lowers the perceived value of the gift.
4. Qualify visitors who bring pre-show mailers in exchange for a gift.

***Guidelines for Presenting:***

1. Use the FBI formula (feature/benefit/inclination), e.g. "Our computer software with pull-down menus (feature) will save time accessing important data (benefit). How do you feel this will satisfy your need for simplifying repetitive tasks (inclination)?"
2. Let prospects know how your products/services compare with the competition.
3. Show existing customers new product lines/applications.
4. Anticipate questions.

***Guidelines for Closing:***

1. Change body position, minimize eye contact and shake hands.
2. Communicate your follow-up action plan.
3. Give visitor a gift as a token of appreciation for taking the time to talk to you.

***The Don'ts of Boothmanship...***

1. Sit, read, smoke, eat or drink in the booth.
2. Ignore prospects by forming a cozy cluster and chatting with colleagues.
3. Use the (booth) telephone while visitors are around.
4. Leave the booth unattended or leave without informing colleagues.
5. Be late for booth duty.
6. Close off conversation by crossing your arms.
7. Stand with your back to the aisle.
8. Say "Can I help you".
9. Lean on booth furniture.
10. Drink alcohol or eat garlicky or spicy foods during the day.
11. Use inappropriate language, complain about the show or about being at the show.
12. Wear new shoes or high heels.
13. Badmouth your competitors.
14. Let the booth get untidy.
15. Be unprofessional.