

## 43 KEYS TO SUCCESSFUL EXHIBIT SELLING

### 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 non-threatening.
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.

### Guidelines for Qualifying Visitors:

11. Realize that prospects are more likely to purchase if they have been properly qualified.
12. Seek permission from visitors before asking questions.
13. Establish who the visitors are:
  - Decision maker
  - Influencer
  - Competitor
  - Supplier
  - Foreigner
  - Other
14. Find out where they are located.
15. Avoid spending time with someone outside your organization’s selling/distribution area.
16. Ask questions to reveal their level of interest/need for your product/services.
17. Investigate what created the interest/need.
18. Find out what particular problems/challenges exist that potentially your product/service could solve.
19. Inquire into their decision making process, i.e. the prospect’s influence/authority in the buying decision.
20. Explore time and budget parameters.
21. Conduct a conversation, not an inquisition.
22. Keep questions specific and avoid unnecessary questions.
23. Anticipate questions.
24. Lead the conversation by asking questions.
25. Record all prospect information on a lead card.
26. Remember to use the 80/20 Rule:
  - 80% of the time listen to visitors.
  - 20% of the time talk about your products/services.
27. Keep conversations short.
28. Avoid talking for more than two minutes straight.
29. Take notes of the conversation on a lead card.

(continued...)



### **Guidelines for Demonstrations:**

30. Familiarize yourself with all the equipment/products on display.
31. Stress benefits, rather than features.
32. Present to the prospect's needs.
33. Let prospects know how your products/services compare with the competition.
34. Involve the prospect in the demonstration.
35. Show existing customers new product lines/applications.
36. Anticipate questions.
37. Watch for negative body language.
38. Limit the amount of information shared.

### **Guidelines for Closing:**

39. Make sure that all the prospect's questions are answered.
40. Communicate and agree on a follow-up action plan.
41. Give the visitor a gift as a token of appreciation for taking the time to talk to you.
42. Make sure that all the information on the lead card is accurate and complete.
43. Shake hands.

