



Present

How to Make Your Booth Staff a Competitive Advantage

Topics Include:

1. Insights from panel discussions with attendees about the importance of exhibit staff.
2. What makes a world class booth staffer?
3. How the environment is different & challenging.
4. How to keep your energy level up and your focus on during a long show.
5. 4 step booth visitor welcoming process and engaging visitors near your booth.
6. Quick rapport skills for face-to-face engagement.
7. 3 primary types of visitors.
8. Practical skills to engage, qualify, concisely present to identified interests and secure a solid commitment to a next action with all qualified visitors.
9. How to create a compelling show special.

Tradeshows are about...

_____ & _____

Only your staff can manage the face-to-face part of your program!

Insights from Panel Discussions With Attendees About the Importance of Exhibit Staff

1. Staff behaviors influence decision to stop.
2. Make judgments about company based on staff behaviors.
3. Do not like _____ behaviors.
4. Want to be acknowledged and professionally engaged.
5. Do not like to wait.
6. Want questions answered openly and honestly.
7. Do not ask to scan their badge too early.
8. Respect their time and knowledge.

What Makes a World Class Booth Staffer?

1. Positive Attitude
2. Energetic
3. Courteous
4. Engaging
5. Effective Questioner
6. Good _____
7. Doesn't Fear Rejection
8. Knows Products, Company and Market
9. Can Communicate Concisely, Persuasively and Interactively
10. Has a Commitment Mentality

How the Exhibit Environment is Different & Challenging

Recognize and adapt behaviors and communication skills:

Advantages:

- ✓ Customer/prospect comes to you!
- ✓ With a *relatively* open mind!
- ✓ In your well-equipped and branded space!
- ✓ In an environment hyper-conducive to talking business!

Barriers to Effectiveness:

- Various visitor types and needs
- Short interaction time
- Physical and mental fatigue
- Information overload
- Strong competitive presence

How to Keep Your Energy Level Up and Your Focus On During a Long Show

- ✓ Stay _____
- ✓ Wear comfortable shoes
- ✓ Watch your diet
- ✓ Keep protein/energy bars in the booth
- ✓ Get some rest

Rules of Visitor Engagement

1. Two ways to manage interactions:
 - Wing it!
 - Follow a structured interaction process
2. First _____ seconds are critical!
3. Two on floor engaging scenarios:
 - Attendee is near booth
 - Attendee enters booth

4 Step Booth Visitor Welcoming Process



- a. Greet: Hello/Good morning/afternoon!
- b. Welcome: Welcome to COMPANY NAME.
- c. Meet: My name is... and you are?
- d. Discover: What brings you by?
I noticed you were looking at (product)-tell me about your interest?

Engaging Visitors Near Your Booth

- a. S_____
- b. Open body posture
- c. S_____
- d. Look toward someone.
- e. Acknowledge or greet them.
- f. Watch for signs of interest.
- g. Ask an Open-Ended Question.

Quick Rapport Skills

- Be Interested...Not Interesting!
- Watch Your _____
- Match and Mirror
 - Body position
 - Eye contact
 - Gestures
 - Rate of Speech
 - Key Words
- Watch for Visual – Auditory – Kinesthetic Types

Three Primary Types of Visitors:

- a. _____ Visitor
 - question for interest.
 - ask if they came with group
 - use disengaging skills.
- b. _____ Seeker
 - briefly answer their or question their question.
 - determine how much information you should give them and who should deliver that information.
 - use handoff or disengaging skills.
- c. _____ Seeker
 - respond directly, but briefly to their question.
 - regain control by asking a question.
 - identify and meet their information needs.
 - secure a commitment to the next action step.

Before Talking About Products/Services You Should Know Three Things

1. _____ you are with.
2. _____ they are visiting.
3. _____ you need to do.

FRONT-END Typical Questions Areas

- How Learned About Exhibit
- Reason for Visit
- Company/Business Type
- Job Function/Responsibilities
- What's Prompting Interest
- Goals/Projects/Problems/Concerns/Improvements
- Familiarity with Products/Services

BACK-END Typical Question Areas

- Role in Evaluation/Decision
- Evaluation Team
- Evaluation Process
- Funding/Budget/Money
- Next Action
- Timeframe

Know the REAL Purpose of an In-Booth Interaction or Presentation

Present _____ information to make the visitor want to know more (or want the product) and be willing to commit to a next action step.

Power Presentation Technique 1 - FAMILIARITY

Goal: Before presenting a product/service, always identify the visitor's familiarity.

Question: "What do you know about (product/service)?"

Power Presentation Technique 2 – EVALAUTION CRITERIA

Goal: Discover what visitor wants to learn.

Question: "When you consider/evaluate (product/service) what are the two or three most important things you want to know?"

Power Presentation Technique 3 - 60 SECOND MESSAGES

Goal: Hit the visitor's information "hot-buttons" in a concise, persuasive, and interactive manner.

Technique: Deliver 60 second messages.

**Need + Feature + Benefit + Feedback Question
= Persuasion**

3 Biggest Mistakes Booth Staffers Make When Scanning a Visitor's Badge

- Ask _____.
- Doesn't confirm interest before scanning.
- Doesn't try to capture additional information that may not be embedded in the badge.

Know How to Get Visitors to COMMIT to the Next Action

- A “close” in the booth is getting the visitor to _____ to a clear next action.
- Close when you get positive feedback.
- Select appropriate next action based on visitor, relationship, and where they are in the sales cycle.

➤ *What are your typical next actions?*

Two-step commitment process

1. _____: “Does this sound like it might be worth taking a closer look at? (or) work for your situation?”
2. ASK FOR COMMITMENT:
 - If fully engaged – Call next step
 - If unsure or tentative – Collaborate

Show Specials are Important to Retailers **How to Create a Compelling Show Special**

1. Proven technique for **non-complex** sales orders
2. Can be used to advance _____ deals
3. Create urgency and reward immediate action
4. Only works when there is legitimate interest
5. Show Special offers:
 - price discounts
 - buy one, get one free
 - bundles or package offers
 - reduced or no minimum order
 - free shipping
 - no down payment
 - extended payment terms
 - reduced financing rates
 - exclusivity in a geographical area
 - extended warranty or guarantees

Promote Show Specials

- ✓ Digital listing packages
- ✓ Event mobile app
- ✓ In-booth signage
- ✓ Sponsorships
- ✓ Social media

Exhibitor Success & ROI Center

- Over \$10,000 of proven effective exhibiting productivity resources
- Organized in a 5-step content consumption plan
- Includes:
 1. Downloadable tools
 2. Timed strategic planning exercises
 3. On-demand topical webinars
 4. Topical articles
 5. Ask the Tradeshow Experts email Q&A
- Visit often and share with your team!

<https://globalpetexpo.org/exhibit/exhibitor-success-roi-center>



What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

About Your Expert Presenter

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The Tradeshow Productivity Expert tm

Jefferson is President of Competitive Edge, a highly specialized consulting and training firm on a mission to inspire, lead and direct businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.



His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.**

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