Present

Secrets From the Show Floor

What Your Booth Staffers Need to KNOW and DO to be Effective on the Challenging Tradeshow Floor

Participant Learning Objectives:
By the end of this webinar, you will...

1. Better recognize the critical role your booth staff plays in the success of your company's exhibit program.

2. Work through a visitor interaction process that improves staff performance and results.

3. Gain practical skills to engage, qualify, concisely present to identified interests and secure a solid commitment to a next action with all qualified visitors.

Let's Talk About Staffing…

1. How important is booth staff to exhibiting success?

   ❏Critical ❏Important ❏Somewhat Important ❏ Not Important

2. Do you have a formal process for…

a.	Selecting staff?	❏Yes	❏No	❏Unsure
b.	Communicating with staff?	❏Yes	❏No	❏Unsure
c.	Preparing your staff?	❏Yes	❏No	❏Unsure
d.	Managing staff activity and results?	❏Yes	❏No	❏Unsure

3. Has your staff ever received professional exhibiting skills training?

   ❏Yes ❏No ❏Unsure

Recognize and Take Full Advantage of the Unique Dynamics

- The customer/prospect _____!
- With a _____ open mind!
- In your space!
- In an environment hyper-conducive to talking and doing business!

10 Attributes of an Effective Booth Staffer

1. Positive Attitude
2. Professional & Courteous
3. Physical Energy
4. Outgoing Personality
5. Effective _____
6. Good Listener
7. Doesn't Fear Rejection
8. Knows Products, Company and Market
9. Can Communicate Concisely, Persuasively and Interactively
10. Has a _____ Mentality

<u>Pay Attention to the Do's & Don'ts</u>

- **Do's**

    1. Act like you want to be there
    2. Work your shift
    3. Keep the booth clean
    4. _____
    5. Smile
    6. Proactively engage visitors
    7. Talk less, ask more questions

- **Don'ts**

    1. Be passive or overaggressive
    2. Badge-gawking
    3. Hang with the _____
    4. Closed body posture
    5. Pre-judge visitors by appearance
    6. Eat, drink or chew gum
    7. Talk on cell phones or text in the booth

Tradeshows are about…   _____ & _____

<u>Make Positive Contact</u>

The first _____ of the interaction are critical.

1. The first buying decision is your people.
2. Attendees make quick judgments about your company based on your staff.
3. There are two engaging scenarios.

    ➢ *Untrained staffers are usually ineffective in both scenarios.*

4 Step Welcoming Process

How to *Positively* Engage Booth Visitors: The *Welcoming* Technique

       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 today?
                                   I noticed you were looking at (product)-tell me about your interest?

Engaging Criteria

     ∗   GREET: warm & friendly

     ∗   WELCOME: enthusiastic

     ∗   MEET: eye-contact, open body language

     ∗   DISCOVERY QUESTION: open-ended, non-interrogative tone

Engaging Visitors from the Aisles

       a. **S**_____

       b. **O**pen body posture

       c. **S**_____

       d. Look toward someone.

       e. Acknowledge or greet them.

       f. Watch for signs of interest.

       g. Ask a Question or Invite them into your exhibit.

Three Visitor Types:
Staff Must Know How to Recognize and Interact With Each Type

a. _____ Visitors
  - question for interest.
  - ask if they came with group
  - use disengaging skills.

b. _____ Seekers
  - 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. Solution Seekers
  - 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.

Getting OUT of Interactions is as Important as Getting IN

1. _____ them for stopping and create space.

2. Use a giveaway, if appropriate.

3. Direct them to another exhibit.

4. Ask them for a _____.

5. Use a non-verbal gesture to get help.

Gain Quick Understanding

Laws of Questioning:

1. It's not what you TELL… it's what you ASK!

2. He or she who asks the questions _____ the conversation.

3. Don't interrogate, COMMUNICATE.

Before Talking About Products/Services, Staffers Should Know Three Things…

1. _____ they are with.
2. _____ they are visiting your exhibit.
3. _____ they need to do so the visitor and your company gets value.

6 Keys to More Effective Questioning:

1. Know your questions in advance.
2. Order in natural flow of conversation.
3. Use _____ questions.
4. Ask in a Non-Interrogative tone.
5. _____ body position.
6. Use their Name

FRONT-END Typical Questions Areas

- How They Learned About Exhibit
- Reason for Visiting Exhibit
- Practice/Specialty/Business Type
- Job-Function/Responsibilities
- Problems/Projects/Goals

BACK-END Typical Question Areas

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

Briefly Present to Identified Interests

The REAL purpose of an in-booth 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.

Short Company Story for Prospects/Suspects

Goal: Position company as type of company they would want to do business with.

ASK: "What do you know about {company name}?"

Deliver 3 short messages:
- What we do…
- We have a reputation for…
- What makes us different…

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**

How to Get Visitors to COMMIT to the Next Action

- A "close" in the booth is getting the visitor to _____ to a visible next action.

- Close when you get _____ feedback.

- Select appropriate action based on the 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

Define What Is and What Isn't a Lead

1. What Is a Lead?

   • Personal Interaction

   • _____ Questions Asked

   • Answers Documented

   • Next Step Identified & Agreed To by Visitor

2. What Isn't a Lead?

   • Badge swipe with no additional information

   • Business card in somebody's pocket

What Information Do You Need to Capture to Qualify Leads

Typical information areas might include:

   • Email Address

   • Product Interest

   • Level of Interest

   • Buying Role and/or Influence

   • Evaluation and/or Decision Team

   • Competitors

   • Budget

   • Timeframe

   • Next Action Step

   • Other?

Remember…

- Your staff makes or breaks your success.

- Attendees make quick judgments about your company and products based on your staff.

- Put the best people in your exhibit.

- Prepare them for success.

- Train them to effectively manage visitor interactions on the challenging exhibit floor.

Three most important ideas I learned from this session were:

1._____

2._____

3._____

What are you going to do to improve your staff selection, preparation and staff exhibit interaction skills?

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