



*Present*

# Secrets of the Aisles

---

## Critical Skills Every Booth Staffer Needs to Know

### **Participant Learning Objectives:**

1. Better recognize the critical role booth staffers play in the success of a company's exhibit program.
2. Learn through a 4 Step 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.

## Tradeshows are about...

\_\_\_\_\_ & \_\_\_\_\_

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

### What are the Barriers to Booth Staff Effectiveness?

1. Perceptions of Value
2. Bad Habits
3. \_\_\_\_\_
4. Short Interaction Time
5. Physical/Mental Fatigue
6. Visitor Information \_\_\_\_\_
7. High Competitive Presence



### What Do Attendees Want and Expect From Booth Staffers?

1. Approachable
2. Accessible & Available
3. Polite, Courteous & Considerate
4. Understanding
5. Knowledgeable
6. Respect Their Time & Knowledge
7. \_\_\_\_\_

### **What Makes a World Class Booth Staffer?**

1. Positive Attitude
2. Energetic
3. Courteous
4. Engaging
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

### **10 Biggest Mistakes Booth Staffers Make**

1. Passive/Overaggressive
2. \_\_\_\_\_ – especially while talking to a standing visitor
3. Congregating with other booth staffers
4. Texting/talking on cell phone/working on computer
5. Failing to \_\_\_\_\_ the visitor
6. Talking about products/services before asking questions
7. TMI - Too much information
8. Technospeak – talking above the head of visitors
9. Not asking visitors what the next step should be
10. Not capturing more visitor information

## **Make Positive Contact**

**Why the first \_\_\_\_\_ of the interaction are critical:**

1. The first relationship 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.*

### **Skill #1 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.

### **Skill #2 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 today?  
I noticed you were looking at (product)-tell me about your interest?

### **Skill #3 Know How to Get OUT of Interactions**

1. \_\_\_\_\_ and create space.
2. Give a business card and/or a giveaway.
3. Direct to another exhibit.
4. Ask for a favor.
5. Use non-verbal gesture to get help.

## **Gain Quick Understanding**

### **Shill #4 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
- Type of Facility
- Job Function/Responsibilities
- What's Prompting Interest
- 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

## **Briefly Present to Identified Interests**

### **Skill #5. 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**

## **Skill #6. 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 – ask for the order!
  - If unsure or tentative – Collaborate

### **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.
- It’s about connection and commitment to next!
- Train them to effectively manage visitor interactions on the challenging exhibit floor.

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### LeadingAge Commitment to Exhibitor Value, Knowledge, Satisfaction & Success

- Exhibitor Success Program  
5 steps to success road map:
  1. Download and use the proven tradeshow management and measurement tools.
  2. Schedule and complete five pre-show planning exercises (at recommended timeframes).
  3. Watch the live and on-demand webinars for new ideas, insights and best practices.
  4. Read topical exhibiting articles for additional ideas.
  5. Ask our team of tradeshow experts for FREE help!
- Bookmark, Share with your Team and Access on the Exhibitor Console:  
➤ <https://www.leadingage.org/exhibitor-success-program>



### About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge**  
**The Tradeshow Productivity Expert <sup>tm</sup>**



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.

**Jefferson is available to personally help companies implement the  
Tradeshow Turnaround philosophy and practices.  
Call 800-700-6174 in the US or 704-814-7355 and visit  
[www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**