



*Present*

# Secrets of the Aisles

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## Critical Skills Every Booth Staffer Needs to Know and Master

**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.

Tradeshows are about... \_\_\_\_\_ & \_\_\_\_\_

### **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!

### **Let's Talk About Staffing...**

1. How important is booth/stand 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

### **10 Attributes of an Effective Booth/Stand 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 Commitment Mentality**

## Pay Attention to the Do's and Don'ts



### *Do's*

- Pay careful attention to cultural differences
- Have enough staff
- Have a mix of job functions
- Act like you want to be there
- Work your shift
- Keep the booth/stand clean
- Stand
- Smile
- Proactively engage visitors
- Talk less, ask more questions



### *Don'ts*

- Passive or Overaggressive
- Badge-gawking
- Hang with the Gang
- Closed body postures
- Pre-judge visitors by appearance
- Eat, drink or chew gum
- Talk on cell phones or text in the booth/stand

## Make Positive Contact

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 Attendees Near the Stand/Booth**

- 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.

## **Three Visitor Types: 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. **S**olution 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.
2. Give them a business card.
3. Use a giveaway.
4. Direct them to another exhibit.
5. Ask them for a \_\_\_\_\_.
6. 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, You Should Know Three Things...**

1. \_\_\_\_\_ you are with.
2. \_\_\_\_\_ you are visiting your exhibit.
3. \_\_\_\_\_ you 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
- 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.

### **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/stand 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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