



Present

Secrets of “World Class” Booth Staffers

Perspectives and Practices
to Improve In-Booth Interactions,
Get Better Leads and Close More Sales

Participant Learning Objectives:

1. Better recognize the critical role booth staffers play in the success of a 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.

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™



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 by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

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

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

No other tradeshow consulting or training firm can speak to results like this.

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355

Why Booth Staffers Make or Break the Success of an Exhibit

1. Tradeshows are about _____ contact with your market.
2. Only your booth staff can manage face-to-face contact.
3. Attendees _____ to stop or pass by a booth based on staff behaviors.
4. The first buying decision is your people.
5. Buyers make judgements about company and products based on their interactions with your staff.

What Dental Professionals Want, Need and Expect From Exhibitors

1. Accessible, Available
2. Approachable
3. Polite, Courteous, Considerate
4. Professional
5. Helpful
6. Knowledgeable
7. Brevity
8. To Be Heard & Understood
9. Follow-up

How do "World Class" Booth Staffers See Tradeshows?

1. An exciting business development & relationship management _____.
2. An opportunity to see more customers and prospects in a few days, than they do in months.
3. A big _____ opportunity.
4. A skill development opportunity.

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 _____ Mentality

Tradeshows are about...

_____ & _____

Pay Attention to the Do's and Don'ts



Do's

- Act like you want to be there
- Work your shift
- Keep the booth 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

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 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.

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. _____
 - 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 favor.
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. _____ they are visiting.
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. Angled body position.
6. Use their Name

FRONT-END Typical Questions Areas

- How Learned About Exhibit
- Reason for Visit
- Practice Type
- Job-Function/Responsibilities
- Projects/Problems/Concerns/Improvements

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**

Example:

Need:	Improve Exhibiting ROI
Service:	Exhibit Staff Training
Feature:	Participants Create a Personalized Visitor Interaction Model
Benefit:	Helps them better manage the interaction to improve lead quality
Feedback ?	How important do you feel lead quality is to achieving exhibiting ROI?

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?
 - Business card in a fish bowl or somebody's pocket
 - Badge swipe or scan with no engagement or additional information

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?

Closing Sales at the Show

1. It's hard to ask for a commitment larger than the relationship you've built.
2. Ask for the order, if and when appropriate.
3. Pick low lying fruit with show specials:
 - Product discounts
 - Special financing terms
 - Delayed billing
 - Bundles
4. Reverse risk with satisfaction guarantees.
5. Use client lists and testimonial letters or quotes.

Getting More From Social Events

1. If it's your event...Be a _____ - Not a Guest!
2. Develop your ice breaker.
3. Develop your exit script.
4. Carry business cards, a pen and small note pad.
5. Set a goal to interact with a set number of people per hour.
6. Be _____ – not interesting.
7. Watch for people standing alone, engage them, introduce them to others.
8. Consider seating arrangements carefully.
9. Be professional at all times. Watch your table manners!

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.
- Manage social events better.

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?

CDS Commitment to Exhibitor Education & Success

- Exhibitor ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series and Improving Exhibiting Effectiveness e-book
 - Standout Exhibits Report
 - Downloadable Tools
- Bookmark, Share and Access at:
 - <https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-services-kit/exhibitor-roi-center>
- E3 Exhibiting Effectiveness Evaluations