

BOOTHMANSHIP

GUIDELINES FOR QUALIFYING VISITORS

In the Beginning

Eye contact – You have approximately 10-15 seconds to make eye contact, make sure you smile. It is important to retain eye contact or you risk losing your prospect's attention.

Establish who the visitor is:

◆ Decision maker ◆ Influencer ◆ Competitor Supplier ◆ Foreigner ◆ Student – You don't want to spend too much time with someone who does not meet your goal - a qualified buyer?

Where do they do business or make purchases? Make sure to spend valuable time with someone who is inside your company's selling / distribution area.

These questions should be answered within 60 – 90 seconds to qualify the attendee as a prospect

The Next Steps...Spend More Time to Find Out:

Familiarity with your products – A good way to begin an interaction is to start by asking if they are familiar with your company or products and take it from there.

Level of interest – Ask questions about their level of interest/need for your products/services. Is it soon, 3 months, 6 months?

What is the decision making process – Ask about their decision making process, i.e., the prospect's influence/authority in the buying decision.

Price point and delivery – Find out their sensitivity about price point and delivery.

At this point you have identified whether you should spend more time giving them an actual sales pitch.

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Nearing the End...The Sales Pitch

Sales Pitch Formula: Feature > Benefit > Inclination

Example:

FEATURE: Our new products include (name product/service). It features a...

BENEFIT: This new (name of product/service) will benefit...

INCLINATION: What is your sense about how this product/service fits in with your purchasing requirements?

Let them know how your product compares with your competitions. Give them information about the corporation and its stability in the industry. They need to know that you will deliver.

The End...Closing

Time To Close - Remember to take information for future follow up.

Guidelines for Closing:

- Change your body position
- Minimize your eye contact
- Shake hands
- Communicate your follow-up action plan
- Give the visitor a gift as a token of appreciation for taking the time to talk with you

Lead Retrieval - If using lead retrieval ask if you can scan their badge so that you can make sure to send them up to date information.

After this is done, ask if they would like a representative to contact them. If yes, ask for a time frame that is convenient.

HOW TO DEAL WITH “HANGERS ON”

You've been successful in securing the prospects interest in your product. You have the lead information for follow up. You are ready to move on to another prospect however; the one you are speaking with wants to continue, “chatting”. You need to disengage politely and maintain professionalism.



SMILE!

Some questions to change the mood and move on:

- "I could talk all day, but I know you have a lot more booths to stop by so I'll let you go."
- "Thank you so much for stopping by"
- "Can we set up an appointment to continue this discussion where I can give you my undivided attention?"
- Shake the prospects hand and provide him/her with a brochure, premium etc.

CURRENT CUSTOMERS

Reinforce Relations

A trade show is a great way to reinforce customer relations with current clients.

- Show them new products.
- Ask them what they are looking for in the future
- See if other product lines can satisfy some of their needs

Resolving Problems

If they are there to resolve problems, or find out how to better use your products that they have - Be polite take the information and assure them that someone will be in touch with them soon. If it is not your goal, avoid spending valuable time solving these problems or educating clients. Thank them for the opportunity of meeting them face-to-face.

Undivided Attention

Remember be friendly in your tone, show interest in your prospect give them your undivided attention.

You have succeeded in getting great leads! Now What?

What To Do With The Leads

- 1) If they are a qualified lead that could turn into a sale make sure that you record all prospect information on a lead card or using the lead retrieval system established by your company
- 2) Designate one person that is responsible for the leads if staff will be different on both days - designate one person per day.

When to Respond to Show Leads

Act Immediately!

The goal is to get the prospective buyer to your showroom:

- You want to complete the sales process
- Begin a relationship with a continuing satisfied client.
- Ultimately you want to turn the client into an advocate that recommends your products/service to others.

MISCELLANEOUS

Getting Attention from Attendees in the Aisles

Don't be afraid to "reach out" and engage the attendee who slows down in the aisle in front of you.

Some examples:

- "That bag really looks heavy..."
- "What a great X" (article of clothing or pin etc.)
- "You look like you have a question but you just haven't figured out what it is..."

HAVE FUN & ENJOY THE SHOW!

- Make sure you get around to see the other exhibits
- Take advantage of the Exhibitor lounge
- Remember to Stretch
- Rotate with your staff members to take a refreshing time out
- Wear comfortable shoes and...

WHAT NOT TO DO IN YOUR BOOTH

- Sit down unless you are having a conference with a customer.
- Look like the palace guard, or put your hands in your pocket. If it helps, carry something in one of your hands. Greet people with a smile and act interested in their needs
- Eat in your booth. All that talking makes you thirsty so it's o.k. to refresh yourself occasionally. Keep your drink out of sight when not in use so your booth maintains a neat appearance.
- Chew gum.
- Use cell phones in your booth. People will avoid stopping at your booth because they won't want to interrupt you.
- Stand with your back to the aisle or lean on a chair or table – it gives the impression that you are not interested.
- Cluster and talk with fellow booth workers or fellow exhibitors. Attendees will not want to interrupt you.
- Complain. Visitors can complain, you can't. You wore comfortable shoes, you are having a good time, and you feel great! You have the best product.
- Close off conversation by crossing your arms
- Be uncomplimentary about your competitors
- Hand them a brochure as they walk by... this is a tactic to use to disengage not to engage...
- **Avoid Asking "MAY I HELP YOU?" ...You will most certainly get a NO !**