



Present

Secrets of the Aisles

Skills Booth Staffers Must Know to Improve the Quality of In-Booth Visitor Interactions & Leads

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.

Tradeshows are about...

_____ & _____

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

7 Barriers to Booth Staff Effectiveness

1. Perceptions of Value
2. Habits
3. Environmental Differences
4. Short Interaction Time
5. _____
6. Visitor Information Overload
7. High Competitive Presence



What Attendees Want and Expect From Booth Staffers

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

10 Attributes of a World Class Booth Staffer

1. Positive Attitude
2. Professional & Courteous
3. Energetic
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

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 in booth
5. Failing to _____ the visitor
6. Talking about products/services before asking questions - too many _____ questions
7. Too much information
8. Not linking features to benefits
9. Not asking visitors what the next step should be
10. Not capturing more visitor information

6 Power Tips for Preparing Your Staff Before the Show

1. Have the right amount (_____ sq. ft/staffer)
2. Have a good mix: sales/service/technical/marketing/management
3. Prepare a firm booth duty schedule
4. Communicate company _____ and staff roles
5. Train your staff on how to effectively manage visitor interactions
6. Hold a pre-show meeting & staff training session six weeks before the show and the day prior

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.*

Engaging Visitors from the Aisles

- 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.

4 Step Booth Visitor 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

Getting OUT of Interactions is as Important as Getting IN

1. _____ them and create space.
2. Give them a business card.
3. Direct them to another exhibit.
4. Ask them for a favor.
5. Use a non-verbal gesture to get help.

Gain Quick Understanding

Laws of Exhibit 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.

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
- Business Type
- Job-Function/Responsibilities
- What's Prompting Interest
- Projects/Problems/Concerns/Improvements

BACK-END Typical Question Areas

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

Briefly Present to Identified Interests

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.

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 _____...*

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 clear 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 – ask for the order!
 - 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:

- Product Interest
- Level of Interest
- Buying Role and/or Influence
- Evaluation and/or Decision Team
- Competitors
- Budget
- Timeframe
- Next Action Step
- Other?

Exhibitor Surveys say ...
More often than not, exhibitors DON'T have an effective plan in place for following-up on collected leads after the event.

We can put a plan in place and **into ACTION** by delivering the exhibitor's customized messaging - *for them in their voice, on their behalf.*

INTRODUCING ...



FAST FOLLOW

Designed to ...
NURTURE & CULTIVATE SHOW LEADS.

Fulfillment Includes

- Active campaign scheduling immediately following event
- Outreach within first, second or third week post-show
- Personal phone call and email campaign
- Accommodates exhibitors with 15, 150, 350 or more leads
- Campaign built and customized in collaboration with exhibitor
- Strategies start at \$750 for BASIC+ services that includes lead system
- Service only programs (without system) start at \$650 for BASIC
- More robust strategies available for ENHANCED and PREMIUM options
- Pre-show client invitational efforts available as well

Fulfillment handled by our in-house team



informa CONTACT SOLUTIONS
Delivering B2B solutions for event sales, customer outreach, retention and support.

	Basic	Basic+*	Enhanced	Premium
First Outreach: One call attempt within one week of show. Voice message left if unable to connect.	✓	✓	✓	✓
Second Outreach: Two call attempts within two weeks of show. Voice message left if unable to connect.			✓	✓
Third Outreach: Three call attempts within three weeks of show. Voice message left if unable to connect.				✓
Number of Creative Scripts	1	1	2	3
Campaign Duration (Business Days)	3	3	5	15
Customers Per Campaign <small>*Customized pricing options for 500+</small>	1-99	1-99	100-299	300-499*
Number of Dedicated Call Agents	1	1	1	2
Email Follow-Up to Each Call	✓	✓	✓	✓
Call Reporting and Feedback	✓	✓	✓	✓
Smart App For Lead Retrieval: <small>Includes 3-5 user activations for on-site usage</small>		✓	✓	✓
	\$650	\$750*	\$1,250	\$2,750

*Basic+ Package only available to (and created especially for) new exhibitors or those that have not ordered lead retrieval systems.

SNAPSHOT OF DELIVERABLES

We'll develop a plan that ...

- Achieves the exhibitor's sales objectives
- Manages their on-site leads
- Delivers their messaging
- Provides a quick company response -

All while the attendee's show experience and the exhibitor's product/service is fresh on their minds!

Interested? Contact your event AE or call: Pamela Miller @ 972-536-6491 for more details.

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.

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

1. _____

2. _____

3. _____

WWETT Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - Ask the Trade Show Expert email Q&A
- Bookmark, Share and Access at:
 - <https://www.wwetshow.com/en/exhibitor/services/exhibitor-success-center.html>



About Your Expert Presenter

Jefferson Davis, President, Competitive Edge

The Tradeshow Turnaround Expert

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 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 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