

AAPM 2018

**Competitive
Edge** 
"exhibiting excellence"

Present

Secrets of the Aisles

Critical Skills Every Booth Staffer Must
Know & Master to Improve
In-Booth Visitor Interaction & Lead Quality

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!

7 Barriers to Booth Staff Effectiveness

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



What 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. _____

10 Attributes of 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 in booth
5. Failing to _____ the visitor
6. Talking about products/services before asking
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

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.*

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 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.
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
- 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

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 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

Remember...

- Your staff makes or breaks your success.
- Attendees make 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. _____

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 23,000 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**