

Tips for Better “Boothmanship”

What does it mean to have good “boothmanship?”

- Clear and meaningful communication with show attendees. (Includes both verbal & non-verbal forms of communication.)
- Maintain a distinctive presence that is memorable. Important facts to consider: You only get 1 chance to make a first impression with any prospect. The average tradeshow gives exhibitors between 1-4 seconds to establish this impression, whether good or bad.
- Over 50% of tradeshow communication is non-verbal.
- Over 80% of what show attendees remember is directly relevant to staff performance, comments, and actions.

Tips for choosing the best booth staff

You want to be a memorable and clear communicator at every tradeshow. With this in mind, choose staff that is - Professional, Enthusiastic, Friendly, Intelligent/Knowledgeable

In the words of Candy Adams, The Booth Mom, "Don't include any 'dogs with fleas' - seasoned sales staff who no longer want to work shows and taint 'rookies' sales to the sales force with horror stories & bad attitudes."

Selling at trade shows is different!

- Instead of you calling on prospects, they come right to your booth.
- Tradeshow environments tend to deliver sensory overload (lots of noises & competing attractions).
- You have greater control of the sales scenario - rather than your prospect.
- Provides instant and more direct competitor comparison.
- Exhibit visits may run 5-15 minutes per "sales pitch" versus the typical 45 minute to 1 hour sales call.
- Vendors may need to shorten their usual demo for attendees with a shorter attention span.

Are You a Clovis Expo 2015 Vendor? Join In on Social Media!

#CE15

Use the official event hashtag!

Did you know that the Clovis Chamber of Commerce has a strategic marketing focus to maximize social media promotion of this event - as well as all participating vendors? Make certain you share regular updates on all social media networks before, during, & after the Clovis Expo. Include the hashtag #CE15 in every post - on every social network to gain additional exposure through sharing, commenting, & liking on the Chamber's social media pages.

Rules for good booth etiquette:

1. Start with a positive attitude & SMILE.
2. Wear your badge on the right side (lapel).
3. Avoid smelly foods & spices and carry mints or breath freshener.
4. NEVER chew gum, eat, or drink while staffing your exhibit. Take breaks if necessary to enjoy food outside of the booth.
5. Avoid talking on cell phone, with exhibit neighbors, and amongst booth staff. Don't lean on counters or sit if you want to look more welcoming to booth visitors.
6. Always make good eye contact - even if you're talking to another prospect. Take a quick pause to nod and acknowledge the new visitor. Give them a just-a-minute sign or even try to include them in the conversation.
7. Shake hands with moderate firmness - try to match the prospect's handshake strength.
8. Position the face of your watch on the inside of your wrist for sneak peaks.

Pay attention to your body language!

Signals	Possible Meaning
Folded arms	Defensive, no compromise
Hands covering mouth	Insecure, not sure of what is being said
Tugging at ear/nose/throat	Impatient, usually wants to interrupt
Fingers of both hands touching	Supremely confident
Tightly clenched hands, wringing hands, excessive perspiration, rocking/swaying	Nervous to various degrees
Feet and/or body pointing toward exit	Ready to leave
Hands supporting head when leaning back	Thinking, unsure of ground, stalling
Hands to face	Evaluating, listening
Clenched hands and locked ankles	Nervous or upset
Legs comfortable and arms open	Interested and involved
Avoiding eye contact	Ill at ease

**From Guerilla Trade Show Selling*

The Trade Show Sales Process: 4 Steps to Success: Engage, Measure, Pitch, Close

I. ENGAGE

The trade show sales process begins when you engage with a booth visitor. This means making eye contact, greeting, and often shaking hands.

II. MEASURE

Next, it's important to measure the visitor's needs to determine if they fit your target prospect criteria. Use a consultative approach to probe with great questions that help to qualify their needs, resources,

and purchasing power. It's best to determine these questions before the show, then share them with booth staff prior to the event for smoother selling.

Here are some excellent example questions you might consider:

Are you looking for advice on a specific challenge/project; or simply looking for a basic overview?
Tell me about your business...what is your role at XXX?
What is one of your toughest business challenges?
Do you have a set budget in mind? What might it be?

III. PITCH

Begin your in-booth presentation or escort the visitor to a demo station and introduce them to the solution on display.

IV. CLOSE

Close by restating major benefits/needs that have been discussed during the visit. Ask the visitor if they have any additional questions? Finally, ask the prospect how they would like you to follow-up? Try to get a commitment for follow-up and schedule appointments whenever possible during the event.

Tips for disengaging with unqualified booth visitors.

Try not to feel guilty for wanting to disengage with unqualified booth visitors. (Those that don't fit your product or solution, or don't have the buying authority needed.) Here are a few example statements that may be helpful in these scenarios:

"Thank you so much for your interest and time, however, I'm afraid our services/products don't fit your needs currently."

"I don't want to take up too much of your valuable time. This might provide answers for more of your questions." (Hand the visitor a brochure or flyer and step back to show disengagement through your body language.)

Additional articles & resources for information:

Social Media Promotion for Clovis Expo 2015 #CE15
<http://www.clovischamber.com/events/Clovis-Expo-2015-Social-Media/social-media-promotion>

Help! Disengaging from Unqualified Prospects
<http://www.exhibitoronline.com/topics/article.asp?ID=1285&catID=33>

Tips for a Successful Trade Show
<http://www.businessknowhow.com/marketing/trshowsucces.htm>

Trade Show Ideas
<http://www.trade-show-advisor.com/trade-show-ideas.html>

Attracting Trade Show Booth Traffic
<http://www.trade-show-advisor.com/trade-show-booth-traffic.html>

Technology: The Tablets Have Turned
<http://www.exhibitoronline.com/topics/article.asp?ID=858&catID=33>



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