

# GREAT LAKES BAY REGIONAL EXPO

## GOOD BOOTHMANSHIP

### **TRAIN YOUR BOOTH PERSONNEL**

Tell them exactly what is planned for the show and what your company's goals are. This gives them something to strive for.

Your booth personnel should be your most knowledgeable, enthusiastic employees. A large part of a buyer's decision to purchase from your company is based on the quality of assistance received.

Greeting visitors with a handshake helps create the impression that personal attention is being provided. When talking with a prospect, workers should concentrate on the benefits and values your firm brings to them, rather than a laundry list of "what you have". After listening to the visitor's needs, your personnel can then present them with clear ideas of how your company can fulfill their needs with your products/services and then personally hand them the appropriate brochures and literature about your company.

### **APPROPRIATE BOOTH ATTIRE**

Consider the subtle message your attire is sending. Do you want to wear business attire, matching golf shirts and slacks, goofy hats, bright shirts or crazy uniforms? Do you want to stand out and be noticed or do you want to present a more professional image? While not appropriate for every company, consider wearing company-branded clothes (polo shirt, etc.) for a unified look.

Whatever you decide, the outfit should be neat, clean and comfortable. Choose the right shoes to wear; you want to have a cheerful face, not one trying to hide the pain of aching feet!

### **FIRST IMPRESSIONS**

You only have a few seconds to make a good impression. Visitors look for someone who;

- Is friendly but not overbearing
- Has a friendly smile and looks like they're having fun
- Looks like someone who would be good to do business with
- Is confident and energetic...even after several hours on their feet
- Has a firm handshake

Be careful not to have too many staff persons in your booth. Unless handled appropriately, a "crowd" of workers can intimidate a visitor and stop them from visiting your booth.

### **GIVE IMMEDIATE ATTENTION TO PEOPLE ENTERING YOUR BOOTH**

Trade show attendees are impatient. If possible, have at least two people at your booth. Avoid radar vision- don't look at a visitor's name badge first; make eye contact, introduce yourself and then look at the person's badge.

Wear your badge high and on the right side so it's in the line of vision when you shake hands.

### **TAKE NOTES WHEN TALKING TO YOUR GUESTS**

Taking notes shows that you are genuinely interested. You can use the back of your visitor's business card or your lead sheet. Your notes will be key to improving your follow-up contact after the show.

### **BRING LOTS OF BUSINESS CARDS**

Your business card is the least expensive advertising there is. Be prepared and bring a lot of them!

## THINGS YOU *DON'T* WANT TO DO

- Don't sit down unless you are having a conference with a customer.
- Don't eat in your booth. All that talking makes you thirsty, so it's o.k. to refresh yourself occasionally. Keep your drink out of site when not in use, so your booth maintains a neat appearance.
- Don't chew gum.
- Don't use cell phones in your booth. People will avoid stopping at your booth because they don't want to interrupt you.
- Don't stand in the aisle and just hand out your brochure. Give your brochures at the end of the conversation so people aren't distracted and looking at them.
- Don't cluster and talk with fellow booth workers. It will look like you are not really interested in talking to the visitors.
- Don't complain. Visitors can complain, you can't. You wore comfortable shoes, you are having a good time and you feel great!

## WATCH YOUR BODY LANGUAGE

Don't look like the palace guard standing with your arms crossed 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. In smaller exhibits, don't stand in the center; stand off to the side, near the front corner of the exhibit.

## TAKE A BREAK

Enjoy our Exhibitor Lounge located in one of the racquetball courts by the main floor entrance, from 8 a.m. to 4 p.m. We will have light snacks, fruit and beverages and most importantly, chairs for you to rest on. After your break, you'll be refreshed and ready to go back to your booth.

## AVOID ASKING "MAY I HELP YOU?"

It's too tempting for them to say no. Avoid other trite questions, such as: "How are you doing today?"; "Enjoying the show?". Instead, try "Thanks for stopping by. What prompted your interest in our booth?" or other open ended questions, such as "Tell me about your business?", "What does your company do?" or "How familiar are you with our product/service?". These questions and others can help you to qualify prospects and determine if it is appropriate to spend more time with them.

Give visitors time to respond; it generally takes five seconds to generate a response to a question. Remember to listen twice as much as you speak.

Not everyone at the show is a prospect. Prospects can generally be classified into three types;

Type 1: They came to the show looking for solutions and are ready to buy. You want to spend quality time with them.

Type 2: They are interested, but need more information. Don't just give them a sheet to read later. Try to spend some time with them and convert them to Type 1.

Type 3: They are not qualified or interested. If it becomes evident that the person you're having a conversation with isn't a potential prospect, be polite. Thank them for stopping by and move on. Sometimes this is not the easiest thing to do. You could say, "It doesn't sound like we have a product that could help you but thanks for stopping by" or "I could talk all day, but I know you have a lot more booths to stop at, so I'll let you go. Thanks for stopping by."

Sometimes current customers will come by to resolve problems. Be prepared to spend time restoring good relationships with a few of your customers. Try to take them off to the side so your conversation isn't distracting to other booth visitors.

**Pre-show Marketing + Great Boothmanship + Post-Show Follow Up =  
A Successful Expo!!**