

# How to capitalize from your Trade Show booth!

Trade Show exhibiting goals, The Do's and Don'ts

## Pre-Show

1. Failing to set exhibiting Goals will lead to disappointment of your anticipated objectives. Standard goals to set prior to the trade show are your theme, booth layout and display, graphics, product displays, literature, and booth staff knowledge of products on display.
2. Read Trade Show rules and regulations.
3. Have a brain storming session prior to the show with your staff, come up with questions that your prospective customers may have and define your answers as a team.

The people chosen to represent the image or organization are your ambassadors and should be briefed before hand to what you expect from them.

## At the show

1. At the show make your booth as inviting as possible. Put your information table inside your booth to allow your prospective clients to feel welcome to enter your booth. Doing so also allows trade show traffic to flow past as your dealing with your clients thus making them feel more comfortable.
2. Pay attention to detail, avoid clutter, and use graphics effectively. (remember trade show exhibits are like billboards and need to be read and understood easily and quickly)
3. Realize that when people stop they want to talk to you. You only get one chance to make a first impression, make it a professional one.
4. Have your booth staff; appear streamlined, neat, clean, and ready to go. As well make sure they are approachable and friendly to all those they associate with at the show. (Trade show staff, other exhibitors, each other, trade show attendees, etc.)

After that first impression, here are some quick minutes of what happens with prospects at trade shows.

1. Engage: 30 seconds, prepare and practice questions that won't get a yes or no answer
2. Qualify: 2 minutes, determine if the prospect is worth presenting to and what to present
3. Present: 10 minutes, demo on just the prospects needs, not everything you know. Prepare for common objections and questions.
4. Close: 1 minute, Lead Card complete? Agree on the next step and go on to the next lead!

## Post Show

1. Establish how you will follow up with your leads. Set timelines for the follow up and make sales representatives accountable for leads given to them. Follow ups should be done soon after the show while the customer still has it in their mind.
2. Evaluate your show success, make notes and changes required to make the next show an even better success.

Remember that show success is often measured with the Follow ups and establishing your presence and not with instantaneous show sales! Most show success may not be realized for some time after.