



*Present*

# Secrets of the Aisles

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## Booth Visitor Interaction Skills Every Booth Staffer Needs to Know & Master

### **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...

\_\_\_\_\_ & \_\_\_\_\_

### **5 Barriers to Exhibit Staff Effectiveness**

1. Environment
2. Time
3. \_\_\_\_\_
4. Information Overload
5. Competitive Presence

### **What Attendees Want and Expect From Booth Staffers**

1. Accessible, Available
2. Approachable
3. Polite, Courteous, Considerate
4. Professional
5. \_\_\_\_\_
6. Knowledgeable
7. \_\_\_\_\_
8. To Be Heard & Understood
9. Follow-up

### **10 Attributes of a World Class Booth Staffer**

1. Positive Attitude
2. Professional & Courteous
3. Physical Energy
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. Sitting – 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 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/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.*

## **4 Step 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

### **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 a Question or Invite.

### **Getting OUT of Interactions is as Important as Getting IN**

1. \_\_\_\_\_ them and create space.
2. Give them a business card.
3. Use a giveaway.
4. Direct them to another exhibit.
5. Ask them for a favor.
6. 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 so the visitor and your company gets value.

### **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
- Product Interest
- Projects/Problems/Concerns/Improvements

## **BACK-END Typical Question Areas**

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

### **Briefly Present to Identified Interests**

#### **The REAL purpose of an in-booth 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 different...*

### **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
  - 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:

- Email Address (may not be in badge scan)
- Product Interest
- Level of Interest
- Buying Role and/or Influence
- Evaluation and/or Decision Team
- Competitors
- Budget
- Timeframe
- Next Action Step
- Other?

## **Closing Sales at the Show**

1. It's hard to ask for a commitment larger than the \_\_\_\_\_ you've built.
2. Ask for the order, if and when appropriate.
3. Pick low lying fruit with show specials:
  - Product discounts/free shipping
  - Special financing terms
  - Delayed billing
  - \_\_\_\_\_
4. Reverse risk with guarantees.
5. Use client lists and testimonials or quotes.



## 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. \_\_\_\_\_

## AOA Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center:
  - Live and re-playable webinars
  - “How To” exhibiting article series
  - “Ask the Tradeshow Expert” email Q&A

- Bookmark, Share and Access at:
  - <http://www.exhibitsom.org/2017/Public/Content.aspx?ID=2384&sortMenu=103008>

The screenshot shows the American Optometric Association website. At the top, there is a navigation bar with the AOA logo, the text 'AMERICAN OPTOMETRIC ASSOCIATION', and 'Optometry's meeting'. To the right, there is a 'Get Connected' section with social media icons for Facebook, LinkedIn, and Twitter. Below the navigation bar, there are tabs for 'EXHIBITOR', 'SPONSORSHIP', 'ADVERTISING', 'OPTOMETRY'S MEETING', and 'BOOTH RESERVATION'. The main content area is titled 'Exhibitor Success & ROI Center' and features a sub-header 'You Want More Exhibiting Success & Better ROI? AOA Can Help You Get It!'. The text below discusses the challenges of exhibiting, such as rising costs and shifting attendee behaviors, and highlights the AOA's commitment to providing free, on-demand, 24/7 exhibiting knowledge resources. It also mentions a 'How To' exhibiting article series and an 'Ask the Tradeshow Expert' email Q&A service. A registration link is provided at the bottom: <https://attendee.gotowebinar.com/register/79704582646873563>.

## About Your Expert Presenter

### **Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Artist™**



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 by 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 Asthetics, 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 on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355**