



Present

Webinar 2 of 3

Improving Exhibit Staff Performance and Results

Participant Learning Objectives:

*By the end of this seminar,
you will...*

1. Know why your staff makes or breaks your tradeshow success.
2. Calculate the real cost of putting a staffer in your exhibit.
3. Discover the 12 attributes of an effective exhibit staffer.
4. Learn 8 steps for preparing your staff for success.
5. Hear 6 of the latest and best techniques for effectively interacting with exhibit visitors.

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Want to Make it BIG in Show Business?

The " *Tradeshow Turnaround Artist*" Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as "*a burst of focused and positive, can do energy*", Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

Visit www.compedgetraining.com and take our Complimentary Exhibiting Needs Assessment to find out. Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

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Staffing for Exhibiting Success

Which of the following has the MOST impact on the success of your exhibit?

- Location on the show floor
- Size and scope of your exhibit
- Pre-show marketing efforts
- Demonstration/presentation
- Booth staff

What percentage of your show budget do you spend on...

- Floor space _____
- Exhibit _____
- Show marketing efforts _____
- Demonstration/presentations _____
- Booth staff preparation and training _____

What does it *really* cost you to put a staffer on the exhibit floor?

- Total show investment \$ _____
- Number of exhibit staff _____
- Cost per staffer \$ _____
(may not include T&E)
- Number of show hours _____
- Cost per staffer per hour \$ _____

The difference between a tradeshow as an *expense* or an *investment* is the _____ working your booth.

Buyers Make Five Major Buying Decisions on the Path to a Purchase



- Do I like this person or people?
- Am I comfortable with them?
- Do I trust and believe them?
- Are they the kind of people I would interact with and do business with?

- What does this company do?
- What is their reputation in the market?
- Is this company a good match for me?

- Is this the right product for me?
- Is it the best overall choice?

- Is the price fair and competitive?
- Can I afford this?
- How can I justify this purchase?

- Should I buy now?
- Should I stall or delay the purchase?

Select staffers who match the attributes of an effective booth staffer

1. Positive _____
2. Dependable & Accountable
3. _____ Player
4. Professional & Courteous
5. _____
6. Outgoing Personality
7. Doesn't Fear _____
8. Effective Questioner
9. Good Listener
10. _____
11. _____ Communicator
12. Closing or Commitment Mentality

3 Sources for Selecting Staffers

1. Evaluate your current exhibit staff and train to improve
2. Consider other departments in your company
3. Consider hiring temporary booth staff

8 Steps to Preparing Your Booth Staff for Success

1. Assign the _____ of people.
2. Assign a good _____ of job functions.
3. Give pre-show _____.
4. Prepare a firm booth _____.
5. Conduct exhibit _____.
6. Always conduct a _____.
7. Conduct end of _____ or end of _____ debrief meetings.
8. Conduct end of _____ meeting and staff survey.

Successful Exhibiting Skills

1. The First 30 Seconds of the Interaction Are CRITICAL

2. There are 3 types of visitors and your staff must know how to recognize and interact with each type
 - a. _____
 - b. _____
 - c. _____

3. Your staff's ability to get out of interactions is as important as getting in
 - a. _____
 - b. _____
 - c. _____
 - d. _____

4. Before they start talking about your products and services they should know three things
 - a. _____
 - b. _____
 - c. _____

5. 5 keys to an effective in-booth presentation
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

6. Understand the "real" outcome of a good in-booth interaction

**To learn about custom exhibit staff training services
Call 800-700-6174 or visit www.tradeshowturnaround.com**