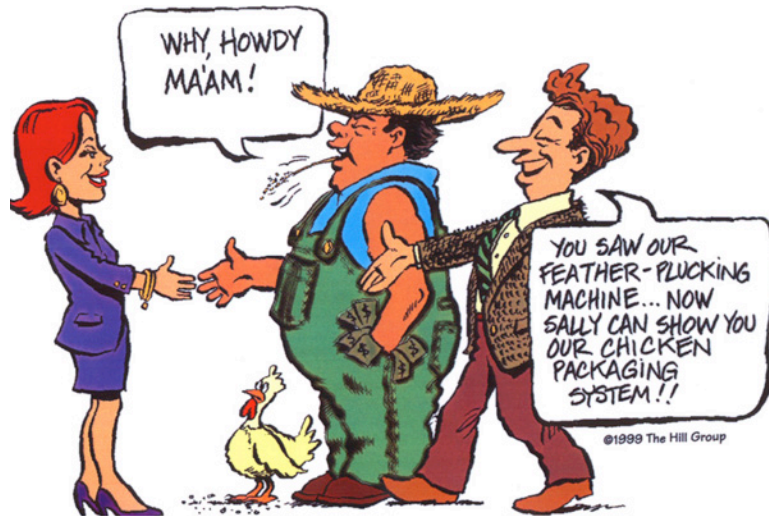


During-the-Show Coaching and Training



We'll remind your staff to escort, not point, visitors to other parts of your booth

Trade shows afford us a wonderful opportunity for coaching and training. To reinforce the skill set presented during our *Trade Show Selling Skills Workshop* at your pre-show meeting (as well as in the *Trade Show Presentation Skills Workshop*), we observe, coach, and train your exhibit staff one-on-one in your booth, during the show. Over the course of two full days of coaching on the show floor, we work with the staff to ensure they master their new skills. We also use an incentive program to keep them motivated and focused.

Exhibit Staff Incentive Program

To keep the staff focused on the skill set they have just learned, we use our *Exhibit Staff Incentive Program*, designed to reward desired behavior. Money (usually two dollar bills or the gold dollar coins) is given to staff who demonstrate good Trade Show Selling Skills: asking good qualifying questions; dismissing unqualified visitors; escorting visitors to other areas in the booth; and adding visitors to existing conversations rather than making them wait.

Every member of the staff will be rewarded, some more than others. The money we give out is enough to get their attention, but not enough to distract them. We keep the Exhibit Staff Incentive Program fun and focused on encouraging the staff to improve and work as a team. Other staff recognition rewards can be added to this program: Star of the Show, Most Improved, Best Attitude, etc.

We have found that it is important that the money be awarded immediately, not two weeks later with taxes taken out. Recognizing the stars of the exhibit staff has the most impact during the show itself, motivating and focusing the staff on the desired skill set and making the show a little more fun to work.

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