

Trade Show Skills

Try them, they actually work!



Don't Do This!

Be Approachable

Don't stand in closed circles

Don't make visitors wait

Don't ignore visitors

The Basic Stuff (Which, of course, you know)

1. Be at the booth 15-30 minutes before the doors open.
2. Know your demo and/or presentation.
3. Be ready to answer common and tough questions.
4. There are no private conversations in the public areas of the booth. It's okay to interrupt your colleagues during any conversation to let them know that someone else needs to talk with them.
5. Know what else is in the booth so you can direct or escort visitors to other areas.
6. Take care of yourself; get enough sleep (at night, not during the show), drink lots of water, and if your feet get sore soak them in cold water back at your hotel.

Some Other Stuff (Which you may not know)

1. Set the visitor's expectation of how much time you can spend with them. For example, "Let me take five or ten minutes and show you this new service."
2. Acknowledge waiting visitors and add them to your conversation if possible.
3. There might be two or three things you want every visitor to hear about your product or service - that's fine. But focus most of what you talk about on what the visitor cares about.



Homework (You'll be glad you did it)

1. Develop your two "Elevator Answers"
 - 30 second overview of the booth
 - 30 second overview of your product/service
2. Know your demonstration or presentation by heart
3. Have 2 or 3 qualifying questions ready
4. Know what else is going on in the booth

Don't Waste Your Time!

Qualify visitors before spending time with them

Don't immediately launch into 20 minute product pitches



Trade Show Interaction Process

This will help you to talk with as many qualified visitors as possible



30 Seconds

Engage and Greet



90 Seconds



Ask Questions

Total Time Required
When It's Busy:
6 Minutes



Qualified or Time Waster?



Present or Demonstrate



2-4 Minutes



Dismiss



15 Seconds

End the Conversation:
Cross-Sell, Generate a
Lead, Dismiss



90 Seconds