

Tips: Working With Your Own Salespeople At Trade Shows



<u>Their Complaint</u>	<u>What You'd Like To Say</u>	<u>What You Can Say</u>
If I work at a trade show it takes me out of the field.	So does your weekly golf game.	You talk with 300 prospects over the course of three days. All of our company resources are there for you.
I know who all my customers are.	Then why haven't you made your sales quota the last six months?	At a trade show you can meet new prospects within your current client companies. And you can move prospects through your sales cycle.
I never get any good leads from trade shows.	How would you know? You never follow up on them.	Let's work together to develop a lead form that captures the information you need.
I don't want a formal booth schedule, I want to come and go as I please.	Then why don't you just go ... and don't come back.	Our budgets are too tight not to have everyone working at least a four-hour shift per day.
Why should I talk to a visitor if they're not my customer?	Sorry, I didn't realize you were an independent contractor.	Every visitor should leave our booth with a positive impression. Your role and responsibilities at a trade show are expanded; you represent the company.
So what if I'm a little late for my booth duty every day?	So what if I make your new roommate a multi-level marketing, chain-smoking, snoring, night-owl?	Take your shift schedule as seriously as you would any of your appointments.
I don't need any training. I've been working trade shows for 20 years.	I've seen you work at shows. You have one year of experience repeated 20 times. But you're really great at standing around talking to your colleagues.	Everyone can always get better. And I hope you'll help our less experienced people be more productive.
I don't want to ask all these qualifying questions.	So then you'll probably end up talking with a street person who snuck in the show looking for aluminum cans.	We want you to spend your valuable time with visitors who have the potential of doing business with us.
These pre-show meetings are a waste of time, just give me my shirt now.	Sorry, I didn't order any size 72 short.	This one will be different. It will be a funny, informative presentation. I've heard it's great. Trust me.