

The Top 99 Tips to Trade Show Success

All of my 20 years of exhibit staff training experience and expertise is in my new eBook

How Will it Help Me?

First, you will become the Exhibit Staff Training expert in your company. Your exhibit staffs will generate more leads, leading to more sales, and your trade shows will provide more positive visitor experiences. You and your trade shows will become more valued, respected and secure.

What will it fix?

This 102-page eBook covers basic skills, advanced skills, and proven techniques that will eliminate these unproductive behaviors common to most exhibit staffs:

1. Standing in closed circles talking to each other (not very approachable!)
2. Drinking coffee in the booth.
3. Talking on their mobile phones in the booth.
4. Reading the newspaper in the booth (I am not kidding!)



5. Waiting until the visitor initiates a conversation instead of walking up and greeting them.
6. Getting stuck in conversations they can't get out of (while other waiting visitors walk off feeling frustrated)
7. Working with only one visitor when other visitors are waiting.

What makes my eBook different?

There are cartoons, examples, and other sneaky ways to keep your exhibit staff reading it. Plus, it's real and makes sense.

Sample Pages

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The 99 Top Tips to Trade Show Success

ENGAGE AND GREET

Be Approachable

Don't give visitors any reason not to approach you.



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Approachable? I think not.

Key Points

1. Look and act like you want to be working in the booth.
2. Don't stand right on the edge of the booth.
3. Watch your body language.
4. Don't stand in closed circles with your colleagues.
5. No reading, working on a computer, talking on a phone, using a text messaging device, eating, drinking or napping.

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The Hill Group Method

Trade Show Selling Skills Workshop

ASKING QUALIFYING QUESTIONS

Qualifying is a Key Trade Show Skill.

Spend your time with qualified visitors

Key Points

- HILL TIP** → 1. Know what makes a visitor qualified. Qualifiers usually include:
- Need for your product or service
 - Role in decision-making
 - Budget or funding
 - Reasonable time frame
 - Interest in some form of further contact; phone call, email, etc.
2. Spend your time, especially when the booth is busy, with qualified visitors.
3. Be ready for each show with qualifying questions.
- HILL TIP** → 4. Don't be shy about asking these questions. Every successful exhibit staff asks the same questions.



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Spend your time with qualified visitors.

It happens, but it's not usually the case, that every visitor to a trade show is a sales prospect for you. So you usually don't want to spend your time with everyone... just those visitors who can do some business with you; your qualified visitors.

Being able to qualify visitors is a key trade show skill. You need to be able to tell the difference between a potential customer and a time waster. If you're not spending your time with people who can do business with you, you could be wasting your time.

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