

Booth Attendants

Select only your very best salespeople to represent you at the show. They must be able to assess a prospect's needs quickly and efficiently and tailor their presentation accordingly.

- Practise role-playing with all salespeople doing booth duty. Selling at a trade show is a knowledgeable sell, not a hard sell.
- Ensure that your personnel wear appropriate dress, such as uniform jackets, for example, to distinguish them from visitors.
- Schedule your booth attendants so as to allow frequent time off for rest, meals, or other purposes, to keep them alert and welcoming to visitors.
- Make sure that attendants fill out a form for each lead. It should include such information as name, title, address, telephone number, product of most interest, quantity, degree of urgency (next week, six months from now, etc.).
- Protect your lead sheets; move them off the show floor every hour or so and take them away with you at night.

The Follow-up

A lead is not a sale. It is important to:

- Follow up with samples, literature or any other requested information--fast;
- Call up the "hottest" prospects for appointments;
- Send an acknowledgment to all those who visited your booth long enough to sign your guest book. Remind them of your products and services. Put them on your mailing list--again, act quickly; and
- Evaluate your total show performance--what was good, what could be improved and how to make it better next year.