

Motivating Your Staff to Achieve Optimum Results

Trade shows offer an excellent opportunity for the profitable use of incentives.

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| ★ Contests | ★ Awards |
| ★ Commissions | ★ Special recognition |
| ★ Exotic travel | ★ Days off |
| ★ Job security | ★ Free meals |
| ★ Team competition | |

Incentives precisely define tasks to be performed that can be accurately measured.

- ▶ Achievement of sales figures
- ▶ Reaching lead generation goals
- ▶ Post-show followup

Trade shows offer a limited time frame in which to apply the incentive program.

- ▶ Can be applied to all participants individually
- ▶ Can be applied to the entire team as a whole
- ▶ Can be applied to stimulate competition between teams and territories

Incentives at trade shows stimulate the short, intense burst of energy required for good boothmanship.

- ▶ Reduces need for tight supervision and controls
- ▶ Encourages self-confidence and helps build healthy egos
- ▶ Induces internal motivation and self-management