

Exhibit Sales Staff Selection, Training and Management (Cont.)

Training and Managing Your Booth Sales Team

Daily show briefings: Daily one-hour post show meetings.

- Review events of day.
- Adjust schedules.
- Exchange ideas for additional sales techniques: what worked best, what didn't.
- Discuss problems.
- Project post-show action items.
- Assign special specific actions.
- Discuss strategies for next day.
- Analyze leads and handle paperwork.

Section 4 will detail boothmanship techniques and production of leads.