

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

Training and Managing Your Booth Sales Team

Trade show selling is a unique experience for most business-to-business sales people. The environment is so different that people need to create new zones of personal comfort. Behavior expectations change from an office or store situation, for both seller and buyer.

The problem's impact can be reduced by gathering the team together for training sessions. Plan three phases of training, as follows:

Advance training: Scheduled one or two weeks before show opening.

- Include introductions, statement of technical expertise and product knowledge.
- Discuss goals and objectives for the event.
- Provide information on the audience.
- Distribute and discuss show schedule and logistics challenges.
- Review shift schedule.
- Provide prototype questions that likely will be asked about the company and its policies.
- Review and summarize key product attributes and applications.
- Practice pre-designed scenarios that teach how to qualify, present and close.
- Use audio-visual equipment and do role playing.
- Coordinate back-up cross training and product knowledge.
- Rehearse product demonstration and pitches.
- Familiarize staff with rules of show.
- Be sure everyone knows schedule of special events.

Pre-show, on-site training: Evening before or morning of show opening.

- Tour the trade show hall. Familiarize staff with entire facility.
- Familiarize all staff members with each sales area of the exhibit.
- Locate storage for personal belongings and supplies.
- Review show rules.
- Review show goals and objectives.
- Review shift schedule.
- Practice sales scenarios.
- If time allows, provide an entertaining exercise to build enthusiasm.
- Review details of special sales promotions.
- Assign special responsibilities.