

Using Non-Verbal Communications to Draw Prospects

A study by the Trade Show Bureau disclosed that exhibitors who do not take specific, positive action to get on a prospect's scheduled list of exhibits in advance of the show may let up to 40 percent of their target audience go on by.

On the other hand, exhibitors who take action with controllable at-show attraction devices may be able to motivate buyers to make unscheduled visits to their booths, thereby significantly increasing their booth attendance.

The study went on to disclose six AT-SHOW factors influencing a prospect's visit to a specific exhibit:

► **Being stopped and invited to talk and see demonstrations —28%**

This points out the extreme importance of showmanship and boothmanship by exhibit staffers and why rehearsed "stopper" greetings and conversations are so effective.

Encourage: Alertness and a sincere, friendly attitude

Discourage: Nervous gestures, waving motions and "barker" behavior

► **Exhibit Location —23%**

Location near another exhibit which commands a significant market share for its goods and services naturally produces desirable traffic.

► **Associate Recommendations —22%**

If an associate has received a favorable impression and been sold, he will seek concurrence on a buying decision.

► **Exhibit Presentation —13%**

Attractive booths with effective graphics, a theme, animation or other "draw" methods will lure additional traffic.

Special attention should be paid to graphics that grab and highlight new products and show pricing specials.

► **Sales Rep Recommendations —12%**

Your sales force in the field uses the trade show as a reinforcement sales tool.