

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

Building the Team: How Many and For How Long?

The right number of sales people to staff the booth depends on five things:

1. How many customers do you expect to speak with?

You have determined the total anticipated audience and calculated your audience share. Study the show schedule that includes meetings and seminars and estimate requirements considering peak traffic times.

2. How much time will each salesperson spend with each prospect?

You will be developing sales techniques and scripts for qualifying leads and demonstrating product which will be controlled and timed.

3. How long do you want each salesperson to work in the booth during each day of the show?

A hard-working salesperson can be effective for about four hours per day. The physical and mental strain starts to show after that. When faced with a six- or seven-hour selling day, try to work with two team rotating shifts. Provide for backups and rest breaks.

4. What products will you be showing?

If one of your objectives is to introduce a new product in a group format, you need fewer people in the booth at once. You should change presenters every hour or so. If you are showing your products on a one-to-one basis, you need expert presenters who specialize in each product type.

5. What is the size of your booth?

Provide one person per each 65-75 square feet of space with a minimum of three in rotation. In other words, consider each selling area 65-75 square feet that includes product, exhibit structure, seating or standing room.

So, if your exhibit is 300 square feet, divide by 70, round up, and the results is an ideal team size of five.