

Projecting the Right Image

Many people can give an excellent sales or technical presentation to a booth visitor. But, a visitor can also reject the presentation if the overall “chemistry” does not bond the exhibitor and the attendee.

Your sales staff will achieve the highest probability of success if these points are observed:

- Staffers should stand evenly on both feet, smile sincerely and enthusiastically while thinking positive thoughts.
- Lead forms and a workable pen should be accessible at all times.
- All persons should share in the responsibility of keeping the booth tidy.
- Sitting is prohibited except if seated in a conference area closing a sale; sitting projects laziness and failure.
- Eating, drinking, chewing gum and smoking should not be allowed in the booth. Drinking after hours should be kept to a minimum.
- Emphasize dressing for success, but dress should be conservative and tasteful.
- To help with flawless personal hygiene, distribute breath mints frequently.
- Staffers need to exude confidence and be knowledgeable about the company, the products and about competition.
- Name badges should be placed at eye level on the right side for highest visibility. Consider producing special large badges with corporate identification.
- Idle conversation with non-qualified visitors and other staffers should be avoided.
- Your people should speak carefully, slowly and with just enough volume to overcome background noises.
- Good eye contact projects sincerity.
- The media should be given special handling and “extra” information. Provide immediate access to your management executives.
- Adherence to the booth duty schedule is essential to encourage team cohesiveness, ensure proper coverage and discourage overtiredness.