

Dynamics of Trade Show Selling (Cont.)

Achieve stress-free selling performance with proper preparation and training.

Provide your sales staff with the opportunity of responding to the changes that can be anticipated in the trade show selling environment. A "how to" workshop with role playing and simulation of concise, three-minute "canned" presentations will overcome insecurity created by the fast-paced trade show setting.

This process usually brings resistance from the sales force. Competency is created by structuring and analyzing the presentation. The results at the exhibit depend on the perception, attitude and competency of the salesperson on the floor. The sales force can sell when a clear review and direction is instituted prior to the show.

Drawing people from the aisle is critical. The attendee has to be stopped, qualified as having interest. . .all in 90 seconds.

Every salesperson in your booth should know how to:

- ☑ **Qualify** each delegate, separating the "lookers" from the real potential buyers — those who have authority, need, application, the budget and a timeframe that matches your goals, your product availability and pricing.
- ☑ **Identify** who the top prospects are.
- ☑ **Demonstrate** and explain the products' features and benefits with forceful, knowledgeable and enthusiastic presentations.
- ☑ **Listen** to the needs of the prospect.
- ☑ **Be prepared** to answer objections prospects may raise, and respond to hesitant reactions.
- ☑ **Be focused** towards an exchange that is always directed toward "closing the deal."