

Dynamics of Trade Show Selling

Without the practice of good boothmanship, the investment of time, effort and money put into planning a profitable show will be wasted.

What is boothmanship?

- ▶ Boothmanship is to trade shows what tactics are to military campaigns.
- ▶ Boothmanship is how well your sales staff performs while the curtain is up.
- ▶ Boothmanship is the people side of your presentation.

Trade show selling is a different sell.

Many salespeople simply don't feel comfortable selling in the trade show environment. They feel like a fish out of water and have difficulty adapting in order to survive.

This phenomenon is magnified many times over for the following reasons:

- ▶ The sales situation at a trade show is the reverse of a field sales call. The buyer comes to the seller.
- ▶ The sales approach is a company approach, not an individual one.
- ▶ A salesperson's effort may benefit another's territory, not his own.
- ▶ Presentation of the facts must be made in a fraction of the normal time it takes to make a sales pitch. A rapid presentation style has to be adopted.
- ▶ The salesperson has to make more presentations per hour than he or she might make in a day while in the field.

Adjustment must be made to the environmental change. Trade shows rarely offer set appointments.

- ☑ Change in priorities must be made. A seasoned salesperson with a good list of steady clients is suddenly faced with "cold call" syndrome.
- ☑ All too often there is no recognition or reward for the number or quality of sales presentations given at the exhibit.