

A Checklist - Selecting Exhibit Staffers

Scoring guidelines

5 = top performer

4 = better than most

3 = quite acceptable

2 = acceptable but could improve

1 = leave at home

RELATES TO COMPANY OBJECTIVE AND VISITOR INTERESTS

- _____ Has necessary product knowledge
- _____ Can communicate to all or most visitors
- _____ Does not have personal agenda

EXPERIENCE

- _____ Attended pervious show(s) and performed well
- _____ Would make good mentor for less experienced people
- _____ Creates complete, valuable leads
- _____ Arrives early and is prepared

NECESSARY STAFFER SKILLS

- _____ Comfortable talking to strangers
- _____ Understands qualification process
- _____ Outgoing and friendly
- _____ Persistent and focused
- _____ Assumes personal responsibility readily
- _____ Team player – not a lone wolf
- _____ Goal setter – wants to attain top levels
- _____ Consistently courteous
- _____ Has personal integrity and honesty

PRESENTATION SKILLS

- _____ Time management
- _____ Well organized
- _____ Ability to listen and respond
- _____ Extremely flexible product knowledge
- _____ Confident one-on-one and in small groups

WILLING TO ACCEPT CHANGES AND IMPROVEMENTS

- _____ Participate in training and pre-show strategy meetings
- _____ Willing to accept and adhere to scheduling
- _____ Understands role in achieving show objectives

TOTAL SCORE: _____

ADDITIONAL COMMENTS: _____