

## Simple Exhibiting Tips

Trade shows offer ideal conditions to generate high volumes of sales and leads. Therefore, you really need to control every single influencer in that booth. As you stand at the edge of your booth, search the badges of oncoming traffic. Color codes often distinguish exhibitors, press speakers, and spouses. This makes it a lot easier to identify media, prospects, and customers.

First impressions are very important, so remember to smile and maintain eye contact. Use open-ended questions to start a discussion, and then try to qualify your prospect. Ask about buying interest within the first two minutes, and then try to complete your discussions quickly and politely. Other tips to remember include:

- Wear very comfortable shoes.
- Do not sit, smoke, eat, or drink in the booth.
- Dress in a conservative business-like manner. You can bring informal clothing to wear when you're not on duty.
- Arrive at the booth at least 15 minutes before your start time and plan to spend at least 15 minutes after your scheduled time to complete paperwork and organize.
- Speak clearly and slowly. Trade shows tend to be very noisy.
- At all times, remain professional
- Stay alert, even during the slow periods. Show attendees your eagerness to help.
- Keep a reduced, photocopied product price list in your pocket for easy reference.
- When possible, rehearse your sales pitch and live demo in a space that's of similar size to your booth.
- Don't trust your memory. Always write down as much information as possible for follow-ups.