

How to maximise your exhibition success!

General

1. Know your stand, where things are, key messages to deliver, hot-spots and so on.
2. Never leave the stand at a busy time, and co-ordinate with others regarding breaks etc. Make every minute count.
3. Always have a big pocket of business cards, and a pocket of blank index cards for leads...and a pen!
4. Make sure the stand is clean, tidy and presentable at all times. No coffee cups, litter or untidy or empty displays. This is everybody's responsibility.
5. Know your visitors - both the nature of the exhibition and who you are ideally looking for.
6. Know your competition – and what makes you different.
7. **Gone in 60 seconds?** Have a great 'elevator pitch'. This is a 60 second summary that clearly explains what you do and why you are the best.
8. Set challenging daily goals for the number of people to speak too, cards or leads to collect, brochures to give out. This makes it fun and keeps you focused.
9. Ideally, there will be particular customers or visitors that you are targeting to connect with – have a 'hit' list' and look out for them.
10. Look the business! Smart, alert, poised! Pay attention to details – scent, shoes, hair, tie, etc.



Engaging with visitors

1. Don't use negative body language or wait at the front of the stand...no matter how nice you are you will scare people away! You should be one or two steps back or at the side.
2. Once a visitor pauses to look at your stand, step forward and greet them.
3. Make eye contact, slightly longer than normal, smile and shake a visitors hand before starting a conversation. Imagine they are walking into your office, not just on your stand. Use a friendly voice tone...think QVC!
4. **Have a good (open) opening question.** Perhaps start by reading the name of their company (off their badge) and asking what they and their company does. Other questions might be: *"How are they finding the exhibition?" "Have they used/heard of us before?" "What do you currently do/use in this area?"*
5. In quiet times, stand in the middle of the aisle and handout leaflets/freebies, encouraging people to pause and connect with you.
6. Once you have engaged a visitor, move them into the stand, perhaps to look at a display or give them information.
7. Try to never give out a brochure without getting a business card, or name and email in return. Offer to post it to them to "save them carrying it around". Take good notes.
8. If a detailed enquiry arises during a peak visitor time, perhaps make a time to discuss later in the day when the stand is not so busy.
9. Get the visitor talking, and deliver your information in sound bites and persuasive chunks.
10. Sound enthusiastic and engaged at all times. You might have spoken to a hundred people that day, and have been standing for ten hours, but the last visitor of the day might be one of your best future customers!

FUEL – Now Follow-Up Every Lead