

Trade Show Staff Training

Stand Out

To stand out at a trade show, you have to do things a little differently. One simple way is to include bright colors and shiny signs in your design because as corny as it may sound, colors attract customers almost immediately. Lay out your tables and products so that customers feel welcome to approach and don't feel the need to scoot by.

- Use bright colors
- Design the booth to be open and welcoming
- Ensure employees are friendly and courteous
- Offer a prize or giveaway item that is unique

Know the Answer

You are representatives for the company and should always be prepared to answer a customer's questions or concerns. Listen to what the customer wants and offer the answer they need. Be honest with the customer if you do not know, but offer to take the time to find out for them. Before the big day, gather your team in a meeting and go over the company's crucial information. Review some questions that may or not be asked and see if your employees know all of the answers. If time permits, hold a dress rehearsal and let team members take turns playing the customer and asking the group questions. When the team is better prepared, they will feel more confident when giving answers to potential customers and clients.

Before the show:

- Hold a meeting to go over possible questions and answers
- Review needed information and check for understanding
- Determine if a team lead is needed and who employees can go to for help
- Establish help tools in case an employee gets stuck (contact numbers, a manual, etc.)

Engage with Qualifying Questions

Asking the right question is a great tool to use in order to qualify more leads and customers. After all, you don't know they are a customer until you know what they want or need! But while you are trying to find out what they need, qualifying questions can also determine if you will be a good fit and how you can better close the deal. While asking about what the customer wants, ask about their company or business, what they are shopping for, and what their purpose is. Find out who makes the decisions and how you can get in better contact with them.

- "What do you like most about the product/service you're currently using?"
- "What do you want to change about _____?"
- "What can our company do to help you?"
- "Who in your company determines what vendors you use?"