



Present

Staffing for Success

How to Send a “World-Class” Booth Staff to Your PennWell Event

Participant Learning Objectives
*By the end of this workshop session,
you will learn...*

1. 5 major buying decisions and the important role your booth staff plays.
2. 12 attributes of an effective staffer.
3. 3 places to find staffers.
4. 9 steps to preparing your booth staff for success.
5. The rules of Exhibitorship.
6. 5 skills every booth staff must master to be effective on the show floor.

Want to Make it BIG in Show Business?

The "Tradeshow Turnaround Artist" Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media...IF done properly. However, few exhibitors truly understand how to make exhibitions pay off," says Jefferson Davis, America's premier exhibiting expert and author of *Results-Focused Exhibiting*.



Described as *"a burst of focused and positive, can-do energy,"* Davis's innovative, practical, and process-based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic, and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a trade show turnaround?

Visit www.tradeshowturnaround.com and take our Complimentary Exhibiting Needs Assessment to find out. Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

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1. How important do you feel your booth staff is to exhibiting success?
Critical Important Somewhat Important Not Important

2. Do you have a formal process for...
 - a. Selecting staff? Yes No Unsure
 - b. Communicating with staff? Yes No Unsure
 - c. Preparing your staff? Yes No Unsure
 - d. Managing activity and outcomes? Yes No Unsure

3. Has your staff ever received professional exhibiting skills training?
Yes No Unsure

Buyers Make Five Major Buying Decisions on the Path to a Purchase:

1. _____
2. _____
3. _____
4. _____
5. _____

Key Insights on Exhibit Staffing:

1. The tradeshow environment is different and _____.
2. _____% of booth staffers have never received a single hour of skills training.
3. The people working your booth will _____ your success.
4. Use a “_____” strategy.
5. Invest in professional exhibiting skills _____.

What does it *really* cost you to put a staffer on the exhibit floor?

	<u>Example</u>	<u>Participant</u>
• Total show investment	\$50,000	\$_____
• Number of exhibit staff	_____6	_____
• Cost per staffer (may not include T&E)	\$8,333	\$_____
• Number of show hours	_____23	_____
• Cost per staffer per hour	\$362	\$_____

Select staffers with the attributes of effective booth staffers:

1. Positive _____
2. Dependable & Accountable
3. _____ Player
4. Professional & Courteous
5. _____
6. Outgoing Personality
7. Doesn't Fear _____
8. Effective Questioner
9. Good Listener
10. _____
11. _____ Communicator
12. Closing or Commitment Mentality

3 Staff Improvement Strategies:

1. _____ your current exhibit staff.
 - a. Use a rating form that the staffer, their manager, and the exhibit manager completes.
 - b. If staffers score low in three or more areas, provide professional exhibit staff training.
 - c. FREE Staff Evaluation form: email jefferson@tradeshowturnaround.com.
2. Consider other _____ in your company.
3. Consider _____ temporary booth staff.

9 Steps to Preparing Your Booth Staff for Success

1. Assign the _____ of people.

2. Assign a good _____ of job functions.
 - Sales
 - Customer Service
 - Technical/Knowledge
 - Marketing
 - Executives

3. Develop a show staffing guide.
 - Show information
 - Event information
 - Exhibit information
 - Product information
 - Procedural information

4. Give pre-show _____.
 - **Sales:** Target customers/prospects/suspects.
 - **Technical:** Prepare FAQ's – write 60 second product messages – plan demo and training.
 - **Marketing:** Plan market/competitive research, coordinate media relations.
 - **Executive:** High level meetings

5. Do at least _____ pre-show meetings.
 - Web: 6-8 weeks before the show via a site like GoToMeeting.
 - Live: Last set-up day - 1.5 to 3 hours.
 - Formal agenda: goals, marketing, events, exhibit, working the booth, skills training, lead management, contests, product messaging, handling competition/media, etc.
 - Key executive kickoff.

6. Prepare a FIRM booth _____.
 - Consider peak show hours.
 - 4 hour shifts – am/pm split shift.
 - Breaks: 15 mins am/pm - dedicated lunch break.

7. Conduct exhibiting _____.
 - 86% of booth staffers have never received a single hour of professional exhibiting skills training.
 - Consider the cost to put them in your exhibit and of lost revenue opportunities due to ineffective skills.

8. Conduct end-of-shift or end-of-day debrief meetings.
 - Review lead goals versus actual.
 - Discuss what worked, what didn't.
 - MVP staffer or contest updates.

9. Conduct end of show meeting and staff survey.
 - Make the survey anonymous.

The Rules of Exhibitorship

1. Be Visible, Available, and Professional.
2. Don't "Hang with the _____".
3. Don't _____ or _____ Visitors.
4. Don't Use _____ in the Booth.
5. Respect Visitor's _____ and _____.
6. Don't _____ with Information.

Interaction Techniques of Successful Booth Staffers

1. First 30 seconds of the Interaction are Critical.
 - The first buying decision is your _____.
 - Attendees make quick judgments about your company based on your staff.
 - There are two engaging scenarios.
 - *Untrained staffers are usually ineffective in both scenarios.*
2. Three Types of Visitors.
 - Casual Visitors
 - Information Seekers
 - Solution Seekers

3. Getting Out of Interactions is as Important as Getting In.

- _____ them for stopping by.
- Direct them to where to get more information.
- Ask them for a favor.
- Use a nonverbal gesture to get help.

4. Before Talking About Company or Products, Staffers Should Know Three Things.

- _____ they are with.
- _____ they are visiting your exhibit.
- _____ they need to do so the visitor and your company gets value.

5. Five Keys to an Effective In-booth Presentation

- 1) **Purpose:** present just enough information to make the visitor want to know more and be willing to commit to a next step.
- 2) Assess visitor _____ before presenting.
- 3) Hit their information “bulls-eye” by getting visitor to tell you what they want to learn.
- 4) Use the **C**_____/ **P**_____/ **I**_____ formula.
- 5) Make _____ at a time and get feedback.

6. Understand the “Real” Outcome of a Good In-booth Interaction

- Real outcome = _____ to a visible next action step.
- *What are your typical next action steps?*

- Use the 2 Step Commitment Technique:
 - Confirm interest: “*Does this sound like something that might be worth taking a closer look at/work for your situation?*”
 - Ask an appropriate commitment question: “*Great, why don’t we/what do you think...*”

ACTION: *What are you going to do to improve your staff selection, communication, preparation and skills?*