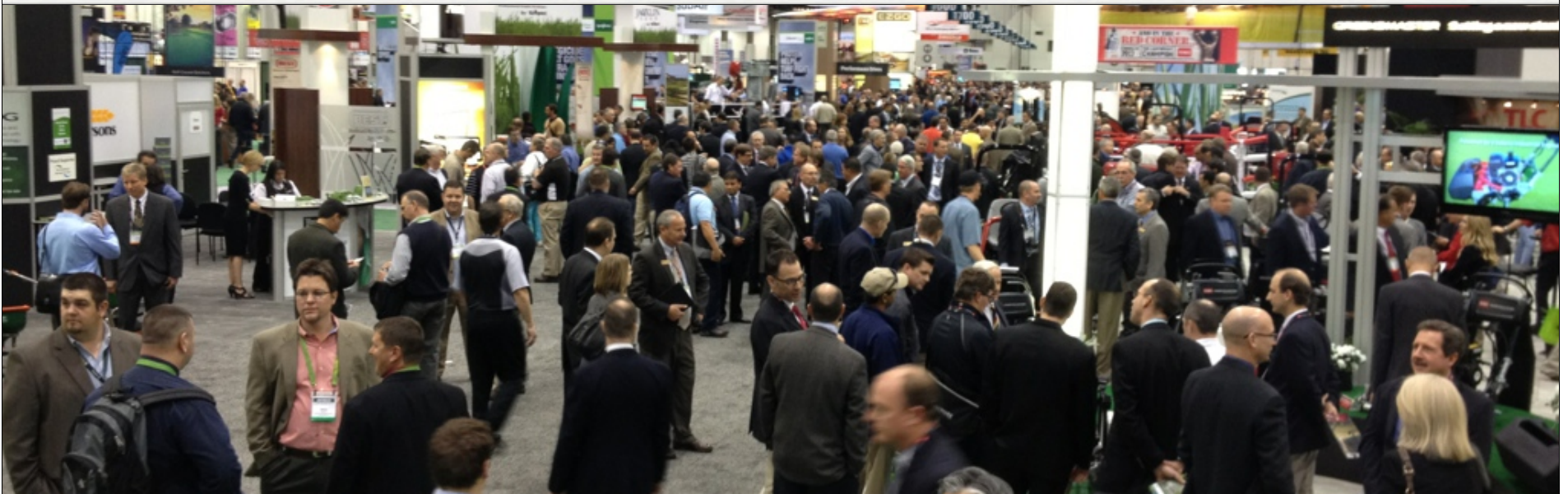


BOOTH BRUSH-UP

How to stand out, sell more,
and have fun on your show floor



*NOTE: This is a partial slide deck taken from a recent training.
Your training slides will be complete, customized, and include animated builds and transitions.*

What is your trade show opportunity?

- ★ Generate cost-effective, easy-to-close leads

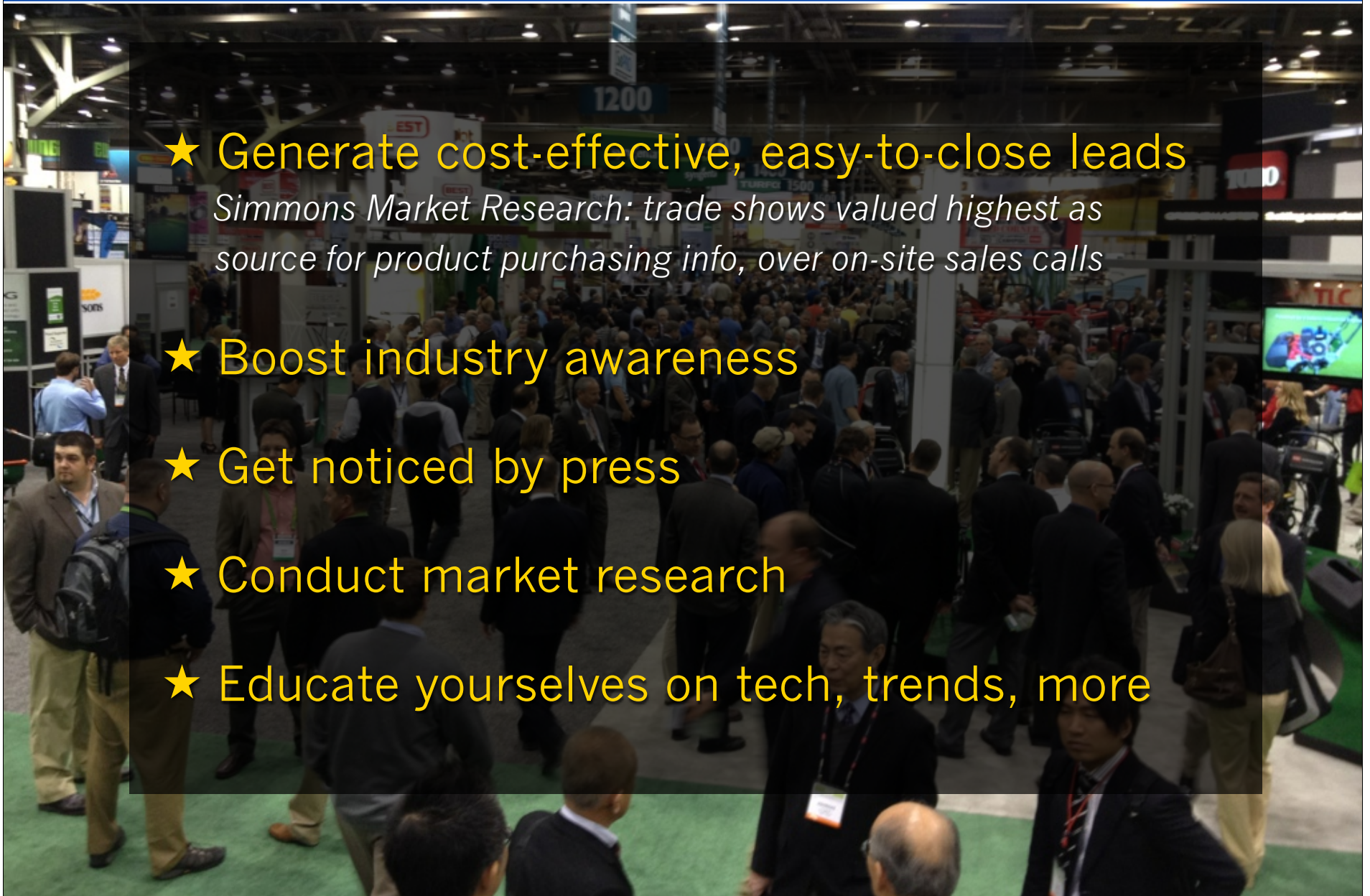
Simmons Market Research: trade shows valued highest as source for product purchasing info, over on-site sales calls

- ★ Boost industry awareness

- ★ Get noticed by press

- ★ Conduct market research

- ★ Educate yourselves on tech, trends, more



What's the difference?

What factor most influences whether an attendee becomes your lead?



How do you take advantage?



Agenda: How we'll maximize YOU

APTA SNAPSHOT



FIVE KEYS TO YOUR ATTENDEES



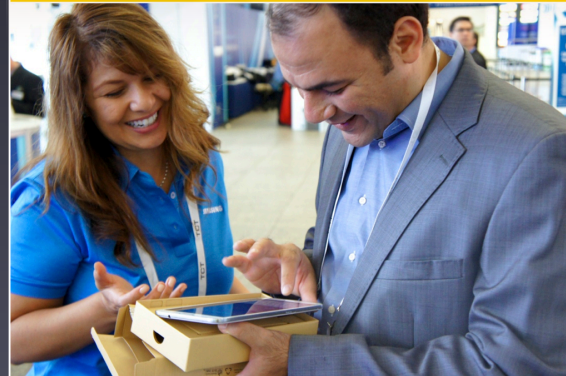
STEP 1: ATTRACTING



STEP 2: QUALIFYING



STEP 3: DEMONSTRATING



STEP 4: EXTENDING



Commitment Check

APTA SNAPSHOT



What is APTA all about?

How does show bill itself? “public transit's premier showcase of technology, products and services”

How would you describe it? ?

How often does it run? Every THREE years

When and where is the next APTA? October 9-11, 2017 in Atlanta

How many organizations are exhibiting? Over 750

How many attendees are expected? Over 15,000

How many countries are represented? 65

How many total hours are exhibits open? 20

How many hours are exhibits unopposed? 3

How did you perform at APTA 2011? ?

How do you want to improve at this show? ?

How many affect buying decisions?



80%

The infographic consists of a blue rectangular box with a white border and four dark grey corner brackets. Inside the box, the text '80%' is written in a large, bold, yellow font at the top. Below it, the text 'of EXPO attendees influence the buying decisions at their organization' is written in a smaller, white font, arranged in four lines.

of EXPO attendees
influence the buying
decisions at their
organization

WHO'S YOUR PRIME PROSPECT?

DEMOGRAPHY	JOB	STYLE	VALUE TO YOU	CHALLENGE
Age	Title	Topic expertise	Income potential	Thorn
Gender	Organization	Attention span	DM level	Tweezers
Education	Description	Decision process	Up-/cross-sell	Keywords



FIVE KEYS TO YOUR ATTENDEES



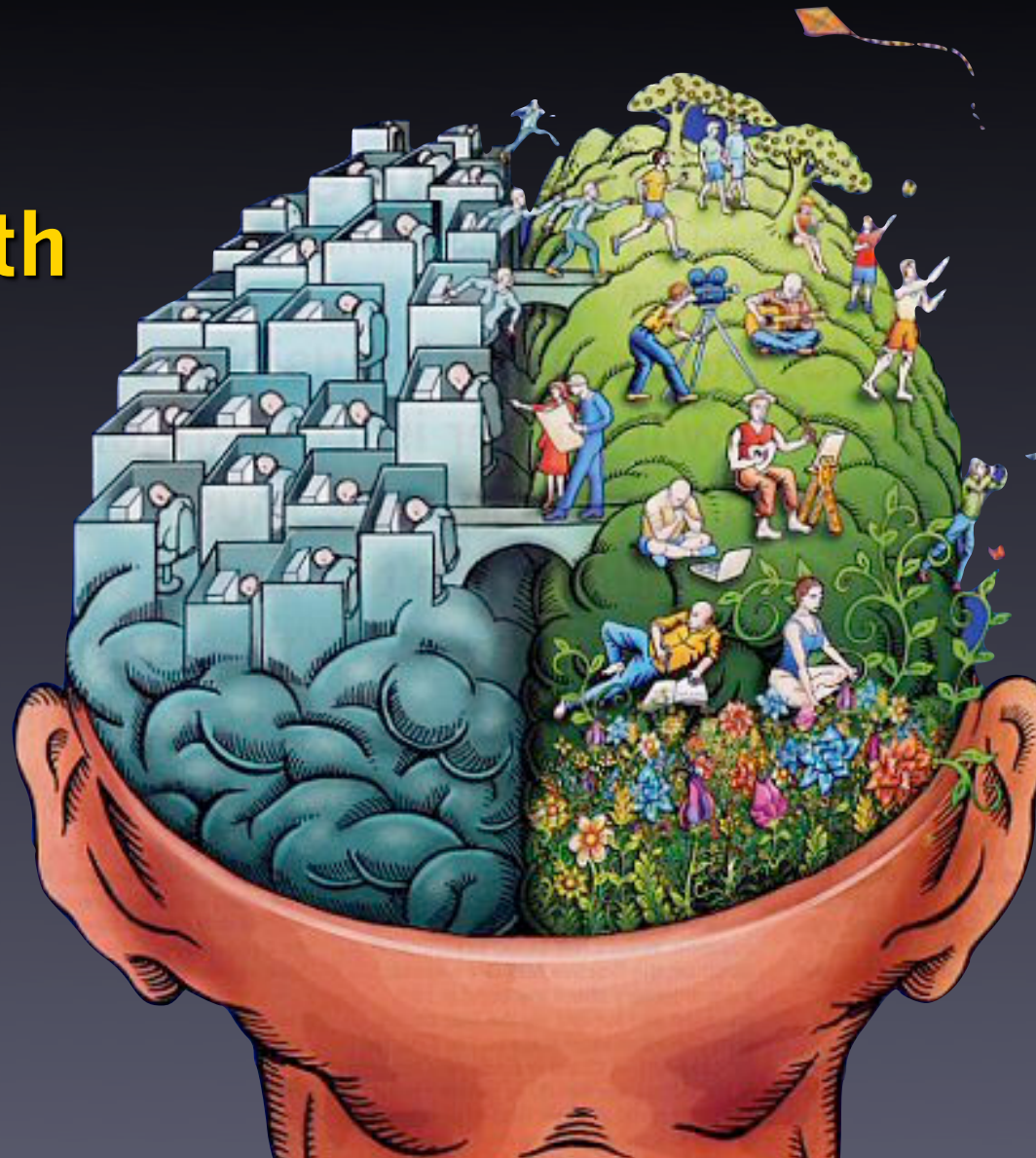
Key 2: What do they want?



Key 4: What two traits earn their trust?

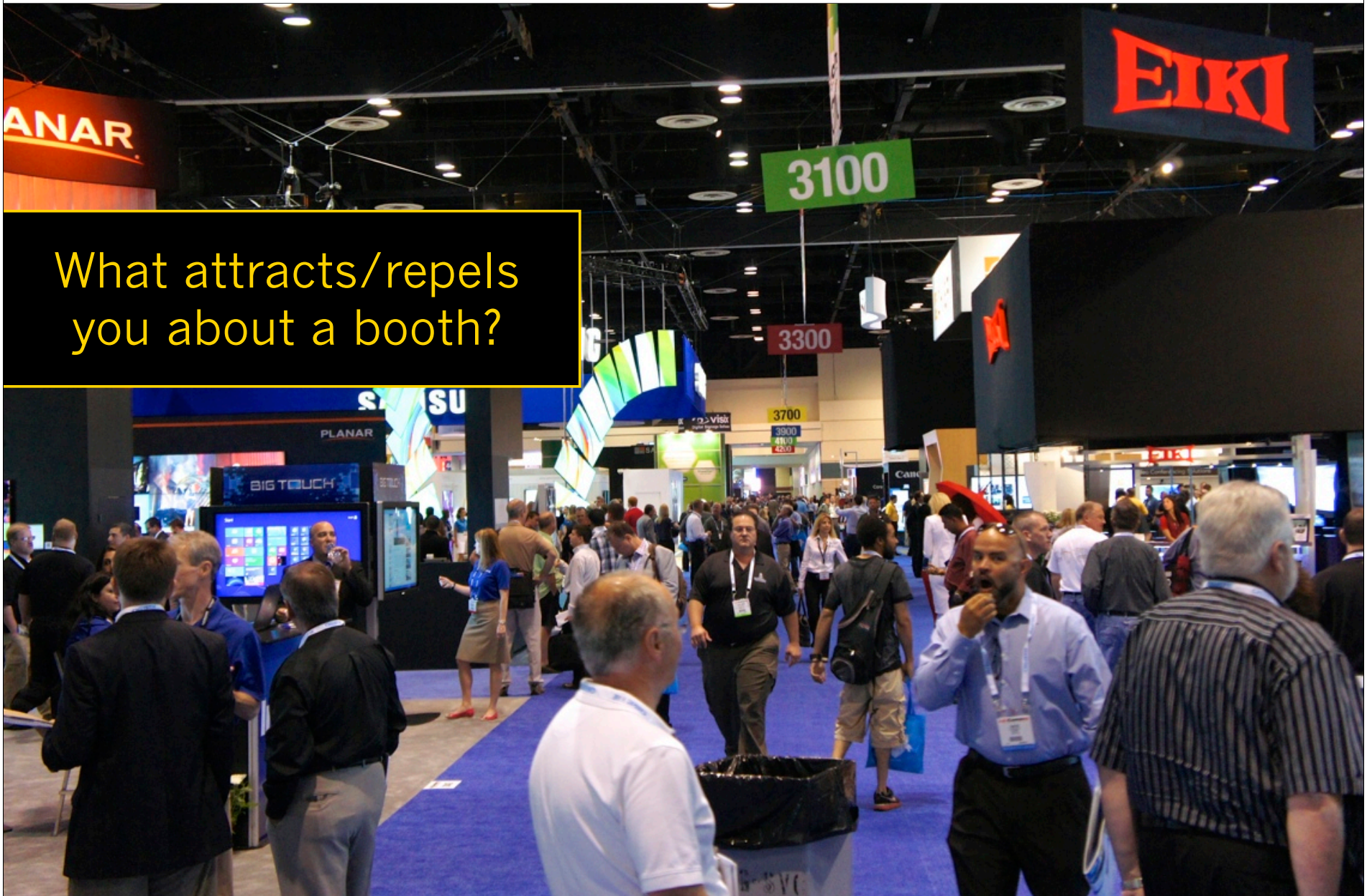
Strength

Warmth



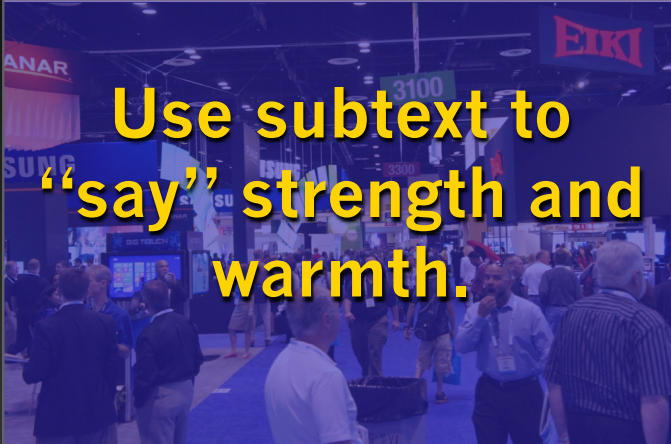
STEP 1: ATTRACTING

What attracts/repels
you about a booth?



What's your attracting goal?

STEP 1: ATTRACTING



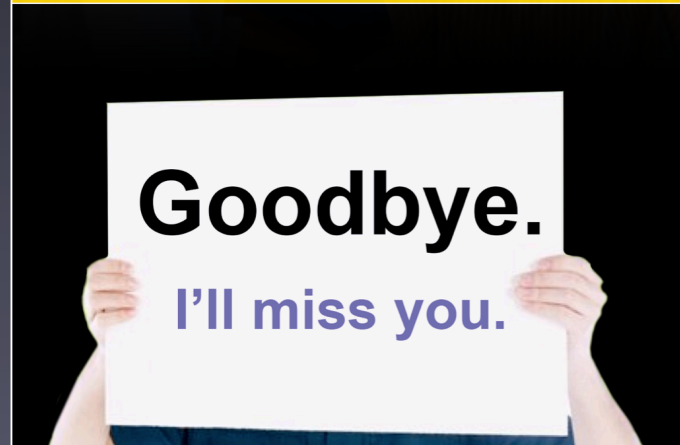
STEP 3: DEMONSTRATING



STEP 2: QUALIFYING



STEP 4: EXTENDING



What actions “say” strength & warmth?

TO “SAY” THIS... HOW SHOULD YOU DO THIS?

“I’m here to help attendees.” Where should you stand?

“You won’t get ganged up on.” Should you be alone or in a group?

“You’ll have my full attention.” Should you hold anything?

“I’m well rested and energized.” Should you eat or drink?

“I’m eager to talk with you.” What expression should you wear?

“I want you to get to know me.” Where should you put your badge?

Training Role-Play

Prime Prospect Positioning Preview ("After" Version)

Stand & act as you would at booth

STEP 2: QUALIFYING



What questions get trust and thorns?

STRATEGY SPARK SAMPLES

1. Connect

"Where'd you get that [item]?"

"What's caught your eye on the floor?"

"What can I help you find?"

2. Collect

"How'd you get started in [job/industry]?"

"How do you handle [task] today?"

"What's your role in finding a new solution?"

"What would you change about [product]?"

"What's your perfect world with [category]?"

3. Confirm

"Let me see if I've got this: you want a [product/service] that can [key features] so you can [goal/benefit]. Do I have that right?"

* (for your) Consideration

"May I to point out three things to come back for?"

Training Role-Play

Qualify Me ("After" Version)

Can you qualify your Prime Prospect?

STEP 3: DEMONSTRATING



How do you tease your tweezers in two minutes?

STRATEGY SPARK SAMPLE

1. Ask *"Based on what you've told me, I think we have a great option for you. Would you like to see it? Great."*
2. Introduce *"It's called [name], and it's designed to help you solve [attendee thorn]."*
3. Differentiate *"It's special because [differentiator]."*

Current prospect's scenario:
"Say you're in [attendee scenario], you can use [feature] to get [relevant benefit]..."
4. Illustrate Past client success story:
*"We had a client in a similar situation. [description]
They used this product to... [key details]
As a result... [relevant benefits]"*

What adds strength & warmth to your demo?

BE THIS... BY DOING THIS

Clear Speak plainly, define key terms

Hands-on Let them touch samples, hold brochures, run demos

Colorful Tell stories: inside scoop, prediction, success story

Inquisitive *“How would this help?” “What would it take to do it?”
“What can I clarify?” “What concerns do you have?”*

Inclusive Welcome nearby/waiting attendees into your demo with quick invitation, introduction, recap

Resourceful Bring over fellow staffers as needed to explain, banter

Positive Don't contradict, denigrate, or dismiss

Honest *“Great question! I'm not sure. I'll get you the answer by tomorrow. Should I call or email?”*

Training Role-Play

The Dynamic Demo

Everyone brainstorms. One delivers.

STEP 4: EXTENDING

What makes a great/
lousy last impression?

A person's hands are visible holding a white rectangular sign against a black background. The sign contains the text 'Goodbye. I'll miss you.' in a sans-serif font. 'Goodbye.' is in black and 'I'll miss you.' is in blue.

Goodbye.

I'll miss you.

How do you get that commitment?

STRATEGY SPARK SAMPLES

1. Choose it
At booth: presentation, drawing, special event
At show: launch, seminar, party, outing
After show: webinar, lunch, office visit
2. Offer it
"Would you like to [event]? Based on what you've told me, I think you'd really enjoy it."
3. Review it
"Next Wednesday at 2:00 your time, call this number, enter this passcode for the webinar."
4. Reinforce it
"I'll call to remind you on Tuesday. Is your phone on your card? Here's mine if you need me."
5. Reward it
Literature, samples, SWAG
6. Appreciate it
"Thanks so much for your time. What can I help you find next?"

Training Role-Play

Extend and End

Can you say “See you soon?”

Training Challenge

**THE BOOTH BRUSH-UP
TRADE SHOW
TRAINING REVIEW
SUPER-FUN-TASTIC
GAME!**

Qualifying

Fill in the blanks:
“Your qualifying goal
is to ask _____
that build _____
and reveal their _____.”

Qualifying

What key phrase do you use to end a “confirm” question?

“Do I have that right?”

Demonstrating & Extending

SCENARIO

An attendee is watching you pitch to someone else from a few feet away. What's your opportunity, and how do you execute it?