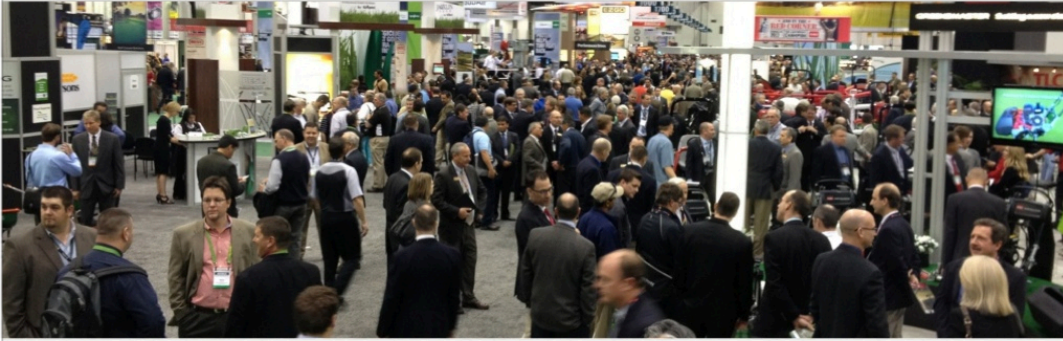


BOOTH BRUSH-UP

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.*

Your Trade Show Booth Staff Training Program Workbook

This is a digital sample of the printed, bound workbook
each trainee will use in your training.

Your workbook may include changes that reflect
program customization and improvements.



What is your trade show opportunity?

- ★ Generate _____ leads.
- ★ Boost _____.
- ★ Get noticed by _____.
- ★ Conduct _____.
- ★ _____ yourselves.

What are your trade show obstacles?

- _____
- _____
- _____ / _____

What most influences whether an attendee becomes a lead?

_____.

How do you take advantage?

Show your prospects you're _____.

“He that has no silver in his purse
should have silver on his tongue.”
- Thomas Fuller

SHOW SNAPSHOT

What is this show all about?

How does show bill itself? _____

How would you describe it? _____

How often does it run? _____

Where/when is the next show? _____

How many exhibitors? _____

How many attendees? _____

How many countries? _____

How many total hours? _____

How many unopposed hours? _____

How were you at the last show? _____

How do you want to improve? _____

Your key businesses: _____

Your key divisions: _____

Your key job titles: _____

Attendees new to this show: _____ %

Coming from outside US: _____ %

Coming to see new stuff: _____ %

Affect buying decisions: _____ %

“Designing a presentation without an audience in mind is like writing a love letter and addressing it: ‘To Whom it May Concern.’”

- Ken Haemer

WHO'S YOUR PRIME PROSPECT?	
Age	
Gender	
Education	
Title	
Organization	
Description	
Topic expertise	
Attention span	
Decision process	
Income potential	
Decision-making level	
Up-/cross-sell potential	
Thorn	
Tweezers	
Keywords	

FIVE KEYS TO YOUR ATTENDEES

- Who do they care about? _____
- What do they want? _____
- What must you create first? _____
- What two traits earn their trust? _____
- How do you exhibit those traits? _____

STEP 1: ATTRACTING

What's your attracting goal?

Use _____ to "say" _____ and _____.

What actions "say" strength & warmth?

TO "SAY" THIS...

- "I'm here to help attendees."
- "You won't get ganged up on."
- "You'll have my full attention."
- "I'm well rested and energized."
- "I'm eager to talk with you."
- "I want you to get to know me."

HOW SHOULD YOU DO THIS?

- Stand: _____
- Alone/group: _____
- Holding: _____
- Eat/drink: _____
- Expression: _____
- Badge: _____

"You have to smile
if you expect anybody to smile back."

- Jonathan Evison

STEP 2: QUALIFYING

What's your qualifying goal?

Ask _____ that build _____ and reveal their _____.

What questions get trust and thorns?

STRATEGY

SAMPLES

1. Connect

2. Collect

3. Confirm

**(for your) Consideration*

“One of the best ways to persuade others is with your ears, by listening to them.”
- Dean Rusk

STEP 3: DEMONSTRATING

What's your demonstrating goal?

Show them why your _____ are their _____.

How do you tease your tweezers in two minutes?

STRATEGY

SAMPLES

1. Ask

2. Introduce

3. Differentiate

Current prospect:

4. Illustrate

Success story:

“The goal of effective communication should be for listeners to say ‘Me too!’ instead of ‘So what?’”

- Jim Rohn

What adds strength & warmth to your demo?

BE THIS...

BY DOING THIS

Clear

Hands-on

Colorful

Inquisitive

Inclusive

Resourceful

Positive

Honest

“Tell me and I forget. Teach me
and I remember. Involve me and I learn.”

- Benjamin Franklin

Notes

STEP 4: EXTENDING

What's your extending goal?

Get a _____, _____ commitment to a _____: _____.

How do you get that commitment?

STRATEGY

SAMPLES

1. Choose it

At booth: _____

At show: _____

After show: _____

2. Offer it

3. Review it

4. Reinforce it

5. Reward it

6. Appreciate it

COMMITMENT QUIZ

My "Attracting" commitment: _____

My "Qualifying" commitment: _____

My "Demonstrating" commitment: _____

My "Extending" commitment: _____