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ORANGE COUNTY CONVENTION CENTER, WEST HALL

Boothmanship 101

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What is "Boothmanship?"

- Successful communication with attendees (verbal and non-verbal) at a trade show
- Focus on being remembered for your communication skills

Some Important Boothmanship Facts & Figures

- It takes only 4 seconds to make a first impression on an attendee – good or bad! And you only have 1 chance to make a first impression!
- An average salesperson in an exhibit will make 6 contacts an hour.
- 55% of communication at a trade show is non-verbal.
- 86% of what an attendee will remember about your exhibit is related to the booth staff's performance, actions and comments.
- 6 weeks after the show, attendees won't remember your booth but they will remember you!

Tips for a Top-Notch Booth Staff

Attendees have expectations when they come to your booth. To be memorable, be:

- Enthusiastic
- Knowledgeable
- Courteous to our "guests"
- Professional
- Friendly

No "dogs with fleas" – seasoned sales staff who no longer want to work shows and taint the "rookies" to the sales force with horror stories and bad attitudes!

Trade show selling is different because...

- Prospect comes to you instead of you going to the prospect
- Sensory overload - noise, distractions, and fierce competition for attendee attention
- Exhibitor, not prospect, is in control of sales situation
- May or may not be time for usually-prepared demo
- Team vs. individual sale
- Instant comparison with competition
- Talking with multiple prospects at the same time with different agendas
- 3-15 minute "sales call" vs. 45 minute - 2 hour "sales call"

Top 10 Rules of Booth Etiquette

1. SMILE! Get a positive attitude. (How often do potential customers make a special trip to see you?)
2. Place your badge on your right lapel (because you shake hands with your right hand) or shorten your lanyard.
3. Carry and use breath freshener spray or small mints (Tic Tacs vs. large, bulky mints). Shy away from spicy or garlicky food and alcoholic beverages.
4. Avoid chewing gum, eating, and drinking while in your exhibit. Keep it neat & tidy!
5. While working the exhibit, don't sit in your booth or lean on the exhibit counters. Don't spend time talking on your cell phone, with booth neighbors, or to your other booth staff. Make yourself approachable
6. Make eye contact; never ignore a prospect, even if you're with another prospect.
7. (Give them a nod and "just a minute" sign.) Include them into your conversation.
8. Greet attendees by name; if you can't pronounce it, ask!
9. Shake hands; match the strength of the other person's handshake and only "pump" twice.
10. Place your watch face on the inside of your wrist to "sneak peeks."

Watch what you say...with body language

55% of your ability to communicate on the show floor is **body language**; 38% is voice; Only 7% is words used!

Non-Verbal Communications (Body Language)*

Signals	Possible Meaning
Folded arms	Defensive, no compromise
Hands covering mouth	Insecure, not sure of what is being said
Tugging at ear/nose/throat	Impatient, usually wants to interrupt
Fingers of both hand touching	Supremely confident
Tightly clenched hands, wringing hands, excessive perspiration, rocking/swaying	Nervous to various degrees
Feet and/or body pointing toward exit	Ready to leave
Hands supporting head when leaning back	Thinking, unsure of ground, stalling
Hands to face	Evaluating, listening
Clenched hands and locked ankles	Nervous or upset
Legs comfortable and arms open	Interested and involved
Avoiding eye contact	Ill at ease

**From Guerilla Trade Show Selling*

4 Steps of the Trade Show Sales Process: Engage, Qualify, Present, Close

- 1. Engage: Make eye contact, greet by name and shake hands.**
- 2. Qualify: Use consultative selling techniques to qualify suspects into prospects**
 - Memorize the first 3 questions to qualify every prospect and stick to the "script"
 - Formulate additional probing questions to determine your prospects needs, buying influence, resources, purchasing time frame, and purchasing power using open-ended questions beginning with "who", "what", "where", "when", "how", "how much" or "how many", or "tell me about..." (Solution selling)
 - Relate these questions to your industry, product/service and the benefits of these to your prospect.
 - Other Sample Probing Questions
 - Do you have specific questions or would you just like a general overview?
 - What is your main objective and how do you plan to achieve that goal?
 - What are your most important needs in obtaining this product/service?
 - What is the biggest problem you currently face with your current product/service?
 - Do you have a budget set for this purchase? And what might that be?
 - Tell me about your business... What do you do for XYZ Company?
 - Avoid non-productive questions, such as "May I help you?" or "Are you enjoying the show?"
- 3. Make Your Presentation**
 - Invite attendees to stay for a structured presentation
 - Escort to a demo station and introduce them
- 4. Close**
 - Restate the major benefits you and the attendee have discussed
 - Question: "Are there any other questions you'd like to ask?"
 - Question: "How would you like me to follow-up?" Get the commitment for follow-up and set as many follow-up appointments as you can at the show.
 - Run attendee's badge through the lead retrieval system and record any additional comments on the hard copy.

Time is your biggest competition! How to Disengaging Prospects

Don't feel guilty about disengaging unqualified suspects. Sample disengaging comments include:

- "I want to thank you for your time, but I'm afraid our product/service doesn't fit your current needs"
- "I don't want to take up any more of your valuable time, but this might answer more of your questions," while handing literature; then step back, using your body language to complete disengagement.