
Proper Boothmanship

Proper boothmanship is vital to the success of your booth. Visitors are here to make buying decisions and discover new brands and products, but an encounter with a poorly trained staff member at your booth can send them running for the hills! Be open and welcoming to those who pass by your booth – make eye contact and **smile**. When a potential customer has stopped at your booth, get the conversation going. It's important to not start pushing for a sale immediately - instead, start with a friendly, open-ended question, such as “how are you enjoying yourself at the show today?”

Being able to qualify your customers during these initial conversations is key: is this person your customer? What are their needs? How can your company's products or services serve them? Before going to a show, ensure you have the proper questions in mind to successfully identify these crucial points. This will help you to properly qualify anyone who comes by your booth, rather than wasting time “talking **at**” customers who simply do not want or need what your company has to offer.

Once you've got a qualified client on your hands, show them how you are able to serve their needs! Do not assume that the customer understands what your products or services are. Based on the needs of the customer that you'd previously identified, explain to them what makes your product or service a great fit for them, and what benefits they will surely see by utilizing it. If they have confirmed interest, get the ball rolling! Be sure to **ask for the sale**, which may mean getting their contact information - their name, phone number, and e-mail address (if applicable). Then, ask them if they'd like you to contact them after the show.

One of the most overlooked aspects of maximizing your success at a trade show is **following up**. If your booth staff have properly qualified the prospects at the show, then you've got an unbelievably valuable list of leads on your hands. Don't let it go to waste! If you'd like further tips for proper Boothmanship, give our office a call at (780) 490-0215 and speak with your sales rep.

