Best Practices for Quality Engagement at Your Booth

**Sarah:**

A plan that would obviously be very helpful so that you can run smooth and you can meet your goals whether you're the owner of your business, or if you are needing to come back from a meeting and share a report with an angry board who demands a lot of sales. Right?

It's like, all right, you know, hop on a plane, check in, get badge exhibit, and then you're done with this show. And you're just like, that kind of sucks. I didn't really get a whole lot of that out of that. Well, Whose fault was that necessarily, maybe it wasn't yours, but did you put a lot of effort into it or were you just copying and pasting from all the shows that you've done in the past?

The other thing that I wanted to, to discuss is the strategy that you have with your team at a meeting. So again, you might not have a lot of dollars to budget for sponsorships. These meetings are expensive, especially if you have to travel from, you know, across, across the country, these things can really start to add.

So a lot of times you might only stand one member of your team. That's fine. But also consider then if you've only got one me, one member, what can you, what can that one member handle? So a lot of times we recommend doing things that engage her that are fun, like contests and, and raffles and things of that nature.

And absolutely if you wanna do something like that to drive traffic to your booth and get conversations started by having a promo. That's fine, but can one person handle that? If, if you can't, then you do need to think about bringing another team member, even if it's just an assistant to take care of the raffle portion, because if you've got 10 people at your booth saying, do my stamp mark off my sheet and they're just there for that.

But then you've got the one DPM who really actually. A question, it's a qualified lead, and they're just standing there in line, just waiting for you to get through your, through your stamps now you've just lost that lead. So if you're going to do things that are a little bit more elaborate at your booth, make sure that they are staffed accordingly.

I would also say if you've got one, two or three people give each one of each of those people, a role at the booth. So one, maybe one person is there to. Ask the initial question, because you've seen DPMs will just come in and just kind of be like, you know, just looking around and they don't initiate the conversation.

There should be someone there that is comfortable asking that initial question to the DPM to get. That conversation started. There can be one person there who's to take care of the RA, the contest, kind of the, the, you know, the entertainer of the, of the group. And then maybe there's someone there to do product demos, like a specialist with one of your products or someone there to answer challenging questions from customers that you already have.

Sometimes I, I remember being at booze and customers would come in and they're like, I've got a problem. That's gonna take some time. And. I can't as, as a salesperson, I can't sit there and discuss. Huge problem with one of my customers while I'm also trying to do sales over here, but I also can't ignore my customer who has a problem.

So, and when you think about too, how much time you have during these exhibit hall breaks, they're usually only 30 minutes. And by the time they get to your booth, they're probably cut down to 10 minutes. So. You need to really make sure you strategize how you staff your booth and give each one of those people a specific role so that everyone, every type of customer or prospect or whatever, the type of traffic you have coming to your booth is being taken care of.

It also makes your staff feel confident when they're standing in your booth. When, you know your role, you can kind of practice your spiel. You can kind of practice your pitch. Everyone always feels more confident when they have a routine and when they know what they're supposed to do at a given time, if you put someone on the spot.

It could get ugly they could blow a sale, or they just might say something wrong about your product and service, not intentionally, but it's just because they're nervous or untrained. So when everyone has a specific role in the booth, you are not only taking care of everyone who comes to your, to your booth, but you are putting in a confident team and confidence really creates credibility.

If you have anyone at your booth, who's stumbling and bumbling, it is not a good look. It makes people who. Asking questions not feel confident if you can't answer a question with confidence without stumbling, it doesn't, it doesn't bode well for your product. So those are my general exhibitor tips for today.

**Ann:** So as you were talking, I thought of something you know, we've all had that experience even without a raffle. How. Even if there's two of you in the booth, sometimes there's so many people in your booth, you're having a really good conversation. You know, someone is waiting actually to talk to you.

Maybe you've already talked to them and they've come back to actually place that order. And you're like, I can't break away because I'm dealing with this person. But if that person, that other person walks away, who knows if they're gonna come back to place that order. So you really have to practice how you're going to deal.

All of those different things happening at once. And that just takes, you know, skill and just experience. So the other thing I was thinking while you were talking is picture this, we've all been here. It's kind of quiet in the exhibit hall, right? You or you and your sales partner are sitting down, maybe you're looking at your phones or maybe you're chatting or, or whatever you're doing.

Someone walks into your. You kind of look at each other, like who's gonna get up and greet this person, and then you kind of do the push myself outta my chair. Hey, how's it going? Have you heard of our products before? And it just doesn't like, think of it from the attendee. They immediately do not feel welcome.

Like. They know, you're not excited that they're there. Sorry to bother you. Sorry. You gotta get up. yeah, but we've all been there. I mean, I've been there a number of times. And so, as you were talking, I got this idea because it's a lot to be on for eight hours a day, right. To be completely on and standing up and ready to engage that takes it out of you.

So if you're lucky enough to have a partner, maybe take shifts and say like for these two hours, Sally, you're gonna be the greeter. You're gonna be standing up. You're gonna be ready to engage. I'm gonna be here also to talk, but like you are the point, man, right now, you're standing up, you're looking at people you're smiling and all of that, then we'll switch and then it'll be me.

And I'll be the one standing up and saying hi to the passers by and everything. Even if it is quiet in the exhibit hall, because that one person who walks in to your booth and feels kind of, eh, Maybe they were ready to finally take that next step with you guys and make that purchase or make that commitment.

And now they kind of feel icky about it and they might need to think about it some more.

**Sarah:** All these kind of nonverbal things that are happening, you don't think they're a big deal, but they do send a, a certain message. And it's just better to have a plan because everyone feels again, just more confident when you go in knowing this is what I'm doing right now. And there's, there's no question or, or I don't feel distracted because I've planned my day around this, this schedule.

 I'm on point right now. And there's no question of when I might get a break. So this all goes back to just having a very, doesn't have to be like, these are, these are not hard plans to make. It's just assigning roles, assigning. Just the time and the schedule and just having a plan on what you're gonna do day to day with flexibility, obviously, but at least you're not just winging it.