

Cast Meeting and Script Review

MAD CATZ - E³ 2000

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Our exhibit is our stage and we are all the actors.

- Team effort as part of the “cast of thousands”
- Always “performing” unless in our hotel rooms

What is "Boothmanship"?

- “Oscar-winning” communication with attendees (verbal and non-verbal) at a trade show
- Focus on positive memorability for your communication skills

Boothmanship facts and 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 person 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!
- Act professionally at all times, even when not “on stage” in the exhibit.

Tips for a Top-Notch Booth Staff

To be memorable, be:

- enthusiastic
- professional
- knowledgeable
- friendly
- courteous to ALL our “guests”

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 contact 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)
3. Carry and use breath freshener spray or small mints (Tic Tacs vs. large, bulky mints).
4. Avoid chewing gum, eating, and drinking while working in our exhibit.
5. While working the exhibit, don't sit or lean on the exhibit counters.
6. Don't spend time talking on the phone, with booth neighbors, or to your other booth staff.
7. Make eye contact; never ignore a prospect, even if you're with another prospect. (Give them a nod and "just a minute" sign.)
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**; **7%** is **words used!**

Non-Verbal Communications (Body Language)*

| <u>Signals</u> | <u>Possible Meaning</u> |
|--|--|
| 1. Folded arms | Defensive, no compromise |
| 2. Hands covering mouth | Insecure, not sure of what is being said |
| 3. Tugging at ear/nose/throat | Impatient, usually wants to interrupt |
| 4. Fingers of both hand touching | Supremely confident |
| 5. Tightly clenched hands, wringing hands, excessive perspiration, rocking/swaying | Nervous to various degrees |
| 6. Feet and/or body pointing toward exit | Ready to leave |
| 7. Hands supporting head when leaning back | Thinking, unsure of ground, stalling |
| 8. Hands to face | Evaluating, listening |
| 9. Clenched hands and locked ankles | Nervous or upset |
| 10. Legs comfortable and arms open | Interested and involved |
| 11. Avoiding eye contact | Ill at ease |

**From Guerilla Trade Show Selling*

Do all things in moderation!

Checklist to Cover in Orientation Meeting

Show Plan

Badges – Set up and exhibitor

Dress code

Expense reports – How much \$\$ per diem, mileage, incidentals

Hotel – daily rate - w/parking?

Review staging/shipping schedule

Limited Storage in exhibit

Importance of adhering to the staffing schedule

Set-up week & total Teardown on Saturday

Transportation to/from show