

# 30 Secrets to Exhibiting Success

- 1) On average 75% of visitors to an exhibition are there to buy or plan to buy in the future.
- 2) Exhibiting is the most cost effective way of getting your products and services in front of customers.
- 3) Exhibiting is the only medium, which allows you to interact with potential customers, using all the 5 senses.
- 4) Decide why you are exhibiting and what you wish to achieve. Have some specific, measurable targets in mind. E.g Get 300 qualified sales leads or conduct 50 research interviews.
- 5) Design your stand to help deliver your objectives.
- 6) Have one person in charge of every aspect of the exhibition.
- 7) 80% of stand success is down to staff, so train them.
- 8) If you can invite people, do. If you don't your competition will.
- 9) Formulate a plan to categorise leads follow up.
- 10) At the show, let people know you are there, advertise.
- 11) Don't ask closed questions.
- 12) Keep your conversations with clients short and concise.
- 13) Turn off your mobile phone.
- 14) Focus, get all the details you can from your prospect.
- 15) Make a rota, so everyone knows where he or she is and what he or she is doing, when.
- 16) Make eye contact and smile.
- 17) Listen to your prospect and sell benefits not features. E.g. this is good for you because...
- 18) Go for it! Have staff whose presence says 'Hi, how are you?'
- 19) You and your staff will need to look and feel fresh.
- 20) Use all 5 senses to attract people to your stand.
- 21) Have daily team debriefs
- 22) Classify all leads
- 23) Don't eat whilst on the stand
- 24) Don't get into conversations about products you do not know, ask another team member to help/demonstrate.
- 25) Remember why you are there, stay focused on your objectives
- 26) Talk less listen more
- 27) Conduct a show debrief with the stand team
- 28) Follow up leads, you will need to contact them at least 6 times
- 29) Make use of all of the information that you have gathered.
- 30) Book early for next year.