

30 Secrets to Exhibiting Success

- 1 On average 75 per cent 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 five senses.
- 4 Decide why you are exhibiting and what you wish to achieve. Have some specific, measurable targets in mind. For example, 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 per cent 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 for 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.
For example, this is good for you because...
- 18 Go for it! Have staff whose presence says "Hi, how are you?".
- 19 You and your staff need to look fresh and feel fresh.
- 20 Use all five 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 six times.
- 29 Make use of all the information you have gathered.
- 30 Book early for next year.