



Helpful Hints for Staffing Your Exhibit

- ❖ 85% of a visitor's overall first impression is based on the booth staffer, and that staffer also accounts for 80% of their final decision of whether or not to do business with your company! It pays to be on your toes!
- ❖ Estimate 1 – 2 staffers per 100 square feet of exhibit space
- ❖ Appearance is important. You want to reinforce your company's position and brand while dressing for your audience.
- ❖ The do's and don'ts of staffing a booth:
 - Do smile
 - Don't sit
 - Don't create barriers to traffic
 - Don't attack people in the aisles
 - Don't talk to co-workers or use your cell phone
 - Don't fill up your booth with staffers so there is not room for prospects and customers
 - Don't eat or drink
 - Do stand with an open, upright posture without your hands in your pocket
 - Don't put out every piece of literature or giveaways at one time
 - Do arrive early and leave late
 - Wear comfortable shoes. If it's a long day, you may want to bring a change of shoes.
- ❖ Develop great opening lines using WhoWhatWhereWhenWhyHow questions:
 - What brings you to the show?
 - How familiar are you with?
 - Where do you see your.....?
 - How many times have you wished your could (save time, save money, etc.)?
 - What are your most important needs regarding ...?
 - What are your expectations of?
- ❖ *Listen* to prospects when you have them engaged. Spend 80% of your time with each visitor listening to their needs.
- ❖ Inquire what type of follow-up they desire. Would you like a salesperson to call you next week? Would you like us to send you a catalog?
- ❖ Know how to disengage so you can go on to the next prospect. A good standby is to say thank you for visiting our booth, then use a handshake to disengage, and take a step back. This is the time to offer literature or a giveaway.