



## 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.