



## Tips for Exhibiting Success

### Prepare your Sales Staff:

- Know your company's goals
  - Alert staff of any pre-show promotion so they are aware of show specials or ideas promoted through advertising
  - Practice sales lines – sales people have 7-10 seconds to attract a potential customer; 3-5 minutes to qualify the prospect.
  - Allow 15 minutes before the show to gather your thoughts, become familiar with your booth and know your opening lines.
- 

### Working Your Booth

#### SELL Product and Get New Prospects!

- *Dress for success*  
Coordinate similar dress or company staff shirts, possibly in conjunction with your booth. Wear comfortable shoes. Wear your exhibitor name badge on your right side so it's in the line of vision when you shake prospect hands.
  - *Work hard and smart*  
Greet people with a smile and let attendees know you're interested. Stand next to or in front of your display; avoid putting anything between you and a potential sale. Avoid the temptation to spend too much time with one attendee. Take notes after you meet people, jotting down any information you may use when you follow-up.
  - *Master the skills of the profession*  
Attendees come to shows to find out what the competition is doing. As an exhibitor, you should prepare and focus on consultative selling, discussing trends and industry changes. Master skills such as planning, budgeting, marketing, project management, elements of design, and logistics. Be a life-long learner.
  - *Maintain a positive attitude*  
To maintain balance and achieve the performance you desire, you need a positive attitude. We're not talking about "looking at the world through rose colored glasses." We're talking about glasses being half full and not half empty. We're talking about strategic thinking that allows you to work out issues logically and rationally, not emotionally.
  - *Maintain peak physical and mental condition*  
Be conditioned physically so you can withstand the rigors of 10-12 hour days, exhibit set-up and tear down, and the "work all day, fly all night" schedules. Have the mental agility to bob and weave with the variety you face day-in and day-out
- 

### Firehouse Expo Follow-Up

Give yourself time to follow-up on leads! Clear your calendar for the week after Firehouse Expo.

You need to be prepared to handle the results. It will not do you much good to collect hundreds of business cards from potential sales contacts if you don't have the time or human resources to follow through on the leads.

Act within a week of the show while the attendee's memory and ideas are still fresh.