Staffing for Success

How to Send a “World-Class” Booth Staff to Your NSTA Exhibit

Participant Learning Objectives

*By the end of this workshop session, you will learn...*

1. 5 major buying decisions and the important role your booth staff plays.
2. 12 attributes of an effective staffer.
3. 3 places to find staffers.
4. 9 steps to preparing your booth staff for success.
5. The rules of Exhibitorship.
6. Six skills every booth staff must master to be effective on the show floor.
Want to Make it BIG in Show Business?

The “Tradeshow Turnaround Artist” Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media...IF done properly. However, few exhibitors truly understand how to make exhibitions pay off," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.

Described as “a burst of focused and positive, can-do energy,” Davis's innovative, practical, and process-based approach to exhibiting has helped his clients produce over 500 million dollars in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic, and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a trade show turnaround?

Visit www.tradeshowturnaround.com and take our Complimentary Exhibiting Needs Assessment to find out. Or call Jefferson Davis at 800-700-6174 to learn more about:

- Exhibiting by Objectives Consulting Services
- High-Impact Pre-show Marketing System Development Consulting
- Custom Exhibit Staff Training Workshops and Coaching
- Solution Focused Sales Training and Development Programs
- Closed Loop Lead Management System Development Consulting
- Exhibiting Cost Control and Return on Investment Measurement Consulting

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Charlotte, NC 28270
Phone: 800-700-6174
Fax: 704-814-7366
www.tradeshowturnaround.com
1. How important do you feel your booth staff is to exhibiting success?
   - Critical ☐  Important ☐  Somewhat Important ☐  Not Important

2. Do you have a formal process for…
   a. Selecting staff? ☐ Yes ☐ No ☐ Unsure
   b. Communicating with staff? ☐ Yes ☐ No ☐ Unsure
   c. Preparing your staff? ☐ Yes ☐ No ☐ Unsure
   d. Managing activity and outcomes? ☐ Yes ☐ No ☐ Unsure

3. Has your staff ever received professional exhibiting skills training?
   - Yes ☐  No ☐  Unsure ☐

Buyers Make Five Major Buying Decisions on the Path to a Purchase:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________

Key Insights on Exhibit Staffing:

1. The tradeshow environment is different and ____________.
2. _______% of booth staffers have never received a single hour of skills training.
3. The people working your booth will make or break your success.
4. Use a “____________________________” strategy.
5. Invest in professional exhibiting skills ________________.

What does it really cost you to put a staffer on the exhibit floor?

<table>
<thead>
<tr>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total show investment</td>
<td>$50,000</td>
</tr>
<tr>
<td>Number of exhibit staff</td>
<td>6</td>
</tr>
<tr>
<td>Cost per staffer</td>
<td>$8,333</td>
</tr>
<tr>
<td>(may not include T&amp;E)</td>
<td></td>
</tr>
<tr>
<td>Number of show hours</td>
<td>24</td>
</tr>
<tr>
<td>Cost per staffer per hour</td>
<td>$347</td>
</tr>
</tbody>
</table>
Select staffers with the attributes of effective booth staffers:

1. Positive __________________
2. Dependable & Accountable
3. ________________ Player
4. Professional & Courteous
5. ________________
6. Outgoing Personality
7. Doesn’t Fear ______________________
8. Effective Questioner
9. Good Listener
10. ________________
11. ________________ Communicator
12. Closing or Commitment Mentality

3 Places to Find Staffers:

1. ________________ your current exhibit staff.
   a. Use a rating form that the staffer, their manager, and the exhibit manager completes.
   b. If staffers score low in three or more areas, provide professional exhibit staff training.
   c. FREE Staff Evaluation form: email jefferson@tradeshowturnaround.com.

2. Consider other ________________ in your company.

3. Consider ________________ temporary booth staff.
9 Steps to Preparing Your Booth Staff for Success

1. Assign the_________________________ of people.

2. Assign a good ________________ of job functions.
   - Sales
   - Customer Service
   - Technical/Knowledge
   - Marketing
   - Executives
   - Research/Development

3. Develop a show staffing guide.
   - Show information
   - Event information
   - Exhibit information
   - Product information
   - Procedural information

4. Give pre-show ________________.
   - **Sales**: Target customers/prospects/suspects.
   - **Technical**: Prepare FAQ’s – write 60 second product messages – plan demo and training.
   - **Marketing**: Plan market/competitive research, coordinate media relations.
   - **Executive**: High level meetings
5. **Do at least _______ pre-show meetings.**
   - **Web:** 6-8 weeks before the show via a site like GoToMeeting.
   - **Live:** Last set-up day - 1.5 to 3 hours.
   - **Formal agenda:** goals, marketing, events, exhibit, working the booth, skills training, lead management, contests, product messaging, handling competition/media, etc.
   - **Key executive kickoff.**

6. **Prepare a FIRM booth __________________________.**
   - Consider peak show hours.
   - 4 hour shifts – am/pm split shift.
   - Breaks: 15 mins am/pm - dedicated lunch break.

7. **Conduct exhibiting_______________________________.**
   - **86% of booth staffers** have never received a single hour of professional exhibiting skills training.
   - Consider the cost to put them in your exhibit and of lost ___________ opportunities due to ineffective skills.

8. **Conduct end-of-shift or end-of-day debrief meetings.**
   - **Review ________ goals versus actual.**
   - **Discuss what worked, what didn’t.**
   - **MVP staffer or contest updates.**

9. **Conduct end of show meeting and staff survey.**
   - **Make the survey anonymous.**
The Rules of Exhibitorship

2. Don’t “Hang with the ________________”.
3. Don’t _______________ or _______________ Visitors.
4. Don’t Use _______________ in the Booth.
5. Respect Visitor’s ___________ and ________________.
6. Don’t ________________ with Information.

Interaction Techniques of Successful Booth Staffers

1. First 30 seconds of the Interaction are Critical.
   - The first buying decision is your _________________.
   - Attendees make quick judgments about your company based on your staff.
   - There are two engaging scenarios.
     ➢ Untrained staffers are usually ineffective in both scenarios.

2. Three Types of Visitors.
   - Casual Visitors
   - Information Seekers
   - Solution Seekers
3. Getting Out of Interactions is as Important as Getting In.
   - ________________ them for stopping by.
   - Direct them to where to get more information.
   - Ask them for a favor.
   - Use a nonverbal gesture to get help.

   - _______ they are with.
   - _______ they are visiting your exhibit.
   - _______ they need to do so the visitor and your company gets value.

5. Five Keys to an Effective In-booth Presentation
   1) **Purpose:** present just enough information to make the visitor want to know more and be willing to commit to a next step.
   
   2) Assess visitor ___________________________ before presenting.
   
   3) Hit their information “bulls-eye” by getting visitor to tell you what they want to learn.
   
   4) Use the C_________/P__________/I___________ formula.
   
   5) Make ________________ at a time and get feedback.
6. Understand the “Real” Outcome of a Good In-booth Interaction

- Real outcome = __________________ to a visible next action step.
- What are your typical next action steps?

- Use the 2 Step Commitment Technique:
  - Confirm interest: “Does this sound like something that might be worth taking a closer look at/work for your situation?”
  - Ask an appropriate commitment question: “Great, why don’t we/what do you think...”

ACTION: What are you going to do to improve your staff selection, communication, preparation and skills?