

Exhibitor Success Strategies

Get More Bookings and
Make You More Money at Wedding Shows,
Trade Shows and Expos

Presented by Susan Ratliff for:



ABOUT THE SPEAKER



Susan Ratliff earned her title as *“The Exhibit Expert”* while building a successful trade show display company, where for sixteen years she helped thousands of businesses polish their presence and produce profits at shows. Exhibiting in the trade show trenches for 30 years, she discovered the shortcuts and made the mistakes, so her clients don’t have to. She understands the workings of public consumer shows and industry trade shows from both sides of the exhibit aisle, knows what attendees want, how exhibitors think and what they both need to be successful.

An accomplished speaker, published author, award-winning business owner and event producer, Susan teaches from personal experience delivering exhibit marketing secrets, detailed instructions and proven success strategies from the show floor that can be immediately implemented in your business. Susan’s creative ideas will educate and motivate both the novice and veteran exhibitor providing a renewed enthusiasm for exhibit marketing, keys to a competitive advantage and the knowledge to work the show like a pro.

SET GOALS FOR BETTER RESULTS

Your decision to exhibit should be followed by a commitment to get results. Get the most out of every exhibiting experience by setting specific goals and expectations. Make every show more valuable by selecting one or more objectives from this list.

- Investigate the competition
- Build brand awareness
- Network
- Gather market research
- Reinforce existing customer relationships
- Feature what's new
- Prepare to get publicity

INCREASE PROFITS WITH PROMOTIONS

When your display is complete, add promotions to your plan that build excitement, draw attention and increase traffic to your booth.

- Leverage social media
- Hold a demonstration
- Bring a mascot
- Feature a personality
- Offer samples
- Get interactive
- Provide giveaways
- Offer a show special

CREATE A DYNAMIC DISPLAY

In a consumer show perception is important. Image is everything. Your display reflects your company's personality and professionalism. Craft an attractive, eye-catching, memorable showcase that attracts your target audience. These three elements make a good display great:

Display Structure

- Select a display style the staff will want to use
- Choose display elements that facilitate making sales and accomplishing goals
- Go for quality workmanship from reputable manufacturers or build your own

Marketing Message:

- Persuasive words and large, stunning photos have impact
- Clearly state your benefits
- Highlight your company's unique features
- Use words and images to trigger an emotional response
- Don't be afraid to make them laugh
- Prominently position your company name
- Keep messages short and succinct
- Resist the urge to crowd graphics with too much information

Merchandising Method

- Configure your floor plan for maximum traffic flow
- Combine, pair, match and accessorize products to increase sales
- Decorate around a clever theme
- Incorporate interesting props
- Dress up the staff to enhance the theme

MAKE LEAD GENERATION YOUR #1 PRIORITY

If you want more sales, you need to collect more leads. Select a method for generating quality leads and use consistently. Whether you collect information with lead forms or technology keep it personal.

Contest Game Drawing Survey Demonstration

Three ways to increase the value of your leads

- Rank each lead
- Add a sales note
- Include a personal comment

Instruct your staff to protect your leads

SHARPEN YOUR SALES STRATEGY

80% of show attendees base their opinion of your company on the actions of your employees at the booth. A well-trained staff is a critical requirement for success. Develop a sales script using the Five E's formula for selling at shows. Consistency use is the key to success.

- **Engage** attendees quickly with a question, statement or statistic
- **Excite** attendees with benefits. What they get from what you've got
- **Educate** attendee with features. What you have and what it does
- **Encourage** an action. Ask for what you want.
- **Exit** gracefully

Boost the size of your sale with:

- Reorder forms
- Labels
- Hang tags

SALES SCRIPT WORKSHEET

ENGAGE

Your first goal is to get someone to stop and talk to you. Be pro-active. Don't wait for someone to ask a question. Smile, make eye contact, grab their attention and draw them over by speaking to them first. Write down several simple statements or questions that will compel a customer to stop and talk to you.

EXCITE

After you've captured their interest and they are listening, you must excite them about the benefits you offer. Benefits are what they get from using what you've got. The pitch should be about them and their needs. Benefits touch a nerve, feed an emotion, reduce fear, remove pain or solve a problem.

EDUCATE

Educate them about the features you offer. How it works, what it does, why it's great. Tell them why your company is the best choice. Ask some qualifying questions during the conversation.

ENCOURAGE

If they are interested and qualified now is the time to ask for action. What is your objective? Sell them something, sign them up for a free check-up, ask them to watch a demonstration, a video, fill out a survey card or schedule an appointment. Do not let them leave without getting their contact information.

EXIT

Remember that selling is a numbers game. If you're not selling you need to make lead generation a priority. You must talk to a lot of people. Those not interested must be released. Avoid unproductive chit chat. While you spend ten minutes talking shop to a customer you are not going to close, ten hot prospects have walked past your booth. You could be missing the most valuable lead of the day. Have an escape plan. Thank the person for their time, shake hands, give them a brochure, say goodbye, disengage move to the next prospect.

THE EXHIBIT EXPERT'S GUIDE TO PROFESSIONAL BOOTH ETIQUETTE

I bet nobody told you there are rules of etiquette that govern the show floor. Sometimes we must go back to the basics and take inventory of our image and attitude when we exhibit. Following these simple do's and don'ts will improve your company's professionalism. Statistics show that 80% of attendees base their opinion of your company on the actions of your employees at the booth. These suggestions may seem like common sense considerations everyone should be familiar with. Unfortunately, you can find numerous infractions at every event. Have you ever witnessed any of these mistakes or worse yet, committed them yourself? Share these suggestions with your team as a guide for making the best possible impression at your next show.

Don't sit down. Be approachable, alert and ready to greet every prospect. Take the chairs out of the booth. If needed, schedule occasional breaks away from the booth for all exhibit staff.

Don't leave the booth unattended. If you must leave the booth during the show place a note on the table stating the exact time you will return.

Don't talk excessively to colleagues. Attendees are not likely to interrupt your conversation to ask for information. Stop talking to your booth mates when prospects are in or approaching your space.

Don't eat or drink at the booth. Glasses of soda and plates of food on the front counter look tacky and unprofessional. Munching on food, chewing gum or drinking in the booth is just as bad. Step away for a few minutes to enjoy your snack and hide drinks from a customer's view.

Don't get caught on your cell phone. Cell phones are a business necessity but talking on them while in the booth is a guaranteed turn-off to customers. Move out of your space to make or answer calls.

Don't knock the competition. Refrain from making negative comments about other companies in the show. Always sell your product or service on its own merits. Today's savvy consumers resent negative attacks on the competition and want you to sell them on your benefits.

Don't speak negatively about the show. Negative comments and grumpy attitudes are always unproductive. Instead of looking for someone or something to blame for your poor results, evaluate potential causes and make immediate changes at your booth. Take responsibility for your own success.

Don't monopolize your neighbor. Sharing ideas and meeting new people is part of the fun of exhibiting, but your priority is to sell your business. Remember to excuse yourself from conversations with your neighboring exhibitor when a client approaches the booth.

Don't break down early. Removing your exhibit before the scheduled closing time is not permitted.

Do set up early. Meeting the exhibit installer before they begin setting up your display will prevent costly mistakes. Setting up early gives you time to prepare to meet the public and check your booth supplies. Arriving early also gives you the opportunity to check out the other exhibits and talk to exhibitors before the show opens.

Do dress the part. Your appearance has an impact on an attendee's perception of you and your company. Coordinate the staff's attire. Dress to enhance your theme. Dress to stand out from the audience. Wear what you sell.

Do wear comfortable shoes. Prevent hours of pain on your feet and back. Wear flats and inserts.

Do inventory nightly. Save yourself the panic of running out of important items. Make a list of what products, selling supplies, hand-outs and give-a-ways you will need to restock for the next day. Never run out of business cards, order forms or important marketing collateral.

Do train your staff. Set goals for your sales team. Train them on how to collect leads and close sales. Prepare them with superior product knowledge, updated pricing information and competitive intelligence. Script a sample presentation to keep your message consistent. Give them the tools they need to succeed.

Do keep the display neat. Throughout the day empty the garbage, straighten your inventory, clean the counters and carpet. Keep excess stock, boxes, purses and briefcases out of sight.

Do smile a lot. Greet everyone warmly. Make eye contact and be approachable. Have some fun.

FOLLOW-UP LEADS EFFECTIVELY

When the show is over, your work is just beginning. 50% of sales go to the first salesperson who follows up, unfortunately 79% of all leads are never followed up. Contact your leads within three days after the show.

- Make an announcement
- Share publicity
- Take a survey
- Ask for referrals

SPEED UP RESPONSES BY INCLUDING AN INCENTIVE TO BUY

- Percentage off
- Buy one, get one
- Gift with purchase
- Free shipping
- Include a deadline to respond by

MAKE CHANGES- EXPECT RESULTS

- Set attainable goals
- Collect and rank leads
- Sell with the 5 E's Formula
- Create an impressive display
- Develop effective promotions
- Follow up quickly

Thank you for attending my seminar

Here are two *SPECIAL OFFERS* to help you continue to book more business, build your brand and make more money at Wedding Shows, Trade Shows and Expos. Fill it out and return it to me after class.

\$15

A copy of my book "Exhibit Like and Expert"



\$89

A video recording of today's seminar

A digital copy of my book "Exhibit Like and Expert"

A one-hour phone consultation about exhibit marketing



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Susan Ratliff | The Exhibit Expert
Speaker | Author | Consultant | Event Producer

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Make more sales

Get more leads

Build your brand

Boost profits

Reduce costs

Increase ROI

Maximize results