

Trade Show Checklist

- 1) Your team should set a specific sales goal for the trade show. Break your goals down into daily numbers. Review your progress at the beginning and end of each day.
- 2) You should have a method to record potential customer information, an example of this would be lead cards.
- 3) Drawings are a great way to capture additional leads for future follow up. Choose giveaways that are interesting and appropriate for your audience.
- 4) Assign a booth leader. They should be in charge of making sure the checklist is followed and everything is running smoothly. They are the go-to when issues arise.
- 5) Have an inventory checklist of what is needed for the show and an end-of-day checklist to review what needs to be replenished.
- 6) Someone should be assigned to walk the show and pass out information directing attendees to the booth. One way to accomplish this is to hand out entry forms for drawings that need to be dropped off at the booth.
- 7) Assign breaks and lunch so that the booth is appropriately staffed at all times. Let workers have a chance to take a break so that their energy remains high.
- 8) Look sharp but wear comfortable shoes. New shoes are not recommended. It's not a good time to be breaking them in.
- 9) Prior to the show ramp up your product knowledge. Make a list of all likely questions the team will be asked and study up!
- 10) As your team and you prepare for the tradeshow, make sure that you know how to sell the customer on the benefits of your products vs. just selling the features. Don't bore them with too much technical information unless they ask for it.
- 11) Work on your rapport building skills! The first step is to mirror and match the customer's rate of speech and body language.
- 12) Watch your body language. Arms crossed does not create an approachable demeanor.
- 13) Make sure the booth looks perfect and keep it that way throughout the day! Keep your drinks under the counter and don't eat in the booth. Remember, it's your mini showroom.

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- 14) The team working the booth should not be talking to each other. Team members need to be having conversations with potential customers.
- 15) Stand just outside the booth and bring the customers in! Standing behind a counter make you less approachable.
- 16) Remember the theory of reciprocity. When you give a customer something they feel they need to do something for you. Hand them a trinket/give away and they will be likely to "give you" a minute or two of their time.
- 17) No texting or talking on your cell. Stop working on your computer, look up and engage them! Turn off the ringer on your phone so it doesn't distract you from a great conversation. Do not take calls in booth unless it's to assist a customer. Change your voicemail to notify clients that you are at a show and will get back to them during breaks.
- 18) Have one laptop in the booth for informational purposes only. Set your email auto responder to notify people you are at a show.
- 19) Have mints or breath spray. It's great to have fresh breath, however chewing gum in the booth is not a good idea.
- 20) Be well prepared. Know your prospect's industry, needs, wants, culture, and be prepared to be gracious, helpful, and versatile.
- 21) As a team, create a list of great questions that will be appropriate for your venue/audience. These questions should help you engage them, build rapport, and quickly pre-qualify who the real prospects are vs. the time wasters. Each of you should have your list of questions handy, and should review them throughout the day.
- 22) When your questions have helped you determine someone is not a viable prospect, politely disconnect from them as quickly as you can and send them on their way leaving you free for the next customer. **Example:** "I appreciate you stopping by. I know you have a lot to see today so I will let you go. Here is my card, if there is ever anything I can do for you please call. I hope you enjoy the show!"

If the booth is busy and the non-viable customers are tying up your time, you may need to interrupt them politely. **Example:** "I apologize, I am going to need to assist these customers. I really enjoyed our conversation. Thank you so much for stopping by."

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- 23) When you work the booth and the opportunity to sell presents itself you will need to get it done quickly and efficiently. Make sure you have the tools and paperwork to do so. Have plenty of pens handy!
- 24) Stand up. Chairs in the booth are not a good idea. If you do have chairs or stools they should be for clients.
- 25) Maximize your opportunity to generate leads by visiting other exhibitors' booths in the show. Meet the exhibitors and get your information into their hands. Invite them to visit your booth.
- 26) There is usually a list or roster of all exhibitors and attendees that you can access after the show. Often this list will have contact information for the exhibitors and some of the attendees. Create a post-show contact strategy to reach out to any exhibitors who are appropriate to follow up with.
- 27) Print this list and distribute it to all team members working the booth. Review it each morning, and be sure to spend extra time with those who are new to the team to ensure they are well trained.
- 28) At the end of the show have a quick debrief to discuss wins and share ideas to improve the next show.