

# 25 tips for your sales people

- ✓ Maintain a positive attitude.
- ✓ SMILE!
- ✓ Set a goal for the amount of leads needed.
- ✓ Make sure your staff is positive and well-trained. 85% of your success at a trade show depends upon your staff.
- ✓ Be prepared with lots of sign-up sheets.
- ✓ Don't sit or lay down in your booth. Be ready to be effective.
- ✓ Make eye-contact and greet with a smile—every person who stops by is a prospect for making you money.
- ✓ Don't eat or drink in your booth—it is unprofessional. It may cost you money for lost leads.
- ✓ Network with other vendors.
- ✓ Be flexible—if the consumers aren't stopping at your table, adjust your pitch to bring them in.
- ✓ Dress Sharp. The exhibitor should dress one step above the audience.
- ✓ Be prepared 1-2-3 weeks ahead of time. Each lead is worth money either to you or your competition.
- ✓ If possible, host a seminar.
- ✓ Offer a rebate or coupon.
- ✓ Offer monetary or product giveaways.
- ✓ Be Bold.
- ✓ Shake hands with or tap your prospect on the shoulder.
- ✓ Let the client do the talking.
- ✓ Have lead cards ready so you can keep track of your prospects. Categorize them according to interest level.
- ✓ FOLLOW-UP with the leads you pick up at the show. 79% of all leads generated at a trade show are not followed-up.
- ✓ Focus on the visitor, not on your product or service.
- ✓ Do not socialize with other vendors. If your booth looks too busy or you are talking, prospects won't stop.
- ✓ When addressing the prospect, ask open-ended questions, not questions that can be answered with a yes or no.
- ✓ Pay attention to what your competitors are doing.
- ✓ Realize that working your booth properly is comparable to spending \$1,200 to \$15,000 in advertising on the radio or TV.