

# Do's

- ✓ Educate both staffers. It is vital that staffers know thoroughly the products or services highlighted. An unanswered question is a sales killer.
- ✓ Look professional, be professional. Potential sales leads make split-second decisions about a company based on booth appearance and staff professionalism
- ✓ Set goals. Give staff members something to work toward. For example, set a number of leads to collect as a goal. Clearly defined goals focus staffers on productivity.
- ✓ Use handouts conservatively. Brochures and other materials are expensive. Also, staffers uncomfortable with strangers will use handouts as an out. Plus, many brochures get dumped quickly.
- ✓ Its wise to send multiple representatives, yet use some to check out the competition and to sell to other exhibitors.
- ✓ Develop strict staffing times and rules, and enforce them.
- ✓ Make your booth inviting and comfortable to incoming consumers.
- ✓ Devise a lead generating system possibly utilizing a giveaway or contest.
- ✓ Clearly have your name identified on your booth and contact information on all your hand out materials.
- ✓ Smile and watch your sales increase.

# Don'ts

- ✓ Sit, read, smoke, eat or drink in the booth.
- ✓ Ignore prospects by forming a cozy cluster and chatting with colleagues.
- ✓ Use a cell phone while visitors are around.
- ✓ Leave the booth unattended or leave without informing colleagues.
- ✓ Be late for booth duty.
- ✓ Close off conversation by crossing your arms.
- ✓ Stand with your back to the aisle.
- ✓ Say "Can I help you."
- ✓ Lean on booth furniture.
- ✓ Drink alcohol or eat garlicky or spicy foods during the day.
- ✓ Use inappropriate language, complain about the show or about being at the show.
- ✓ Wear new shoes or high heels.
- ✓ Badmouth your competitors.
- ✓ Let the booth get cluttered, untidy, and unorganized.
- ✓ Be unprofessional.
- ✓ Don't forget to follow up on the leads you gained at the show.