

STAFF SELECTION AND PREPARATION WORKSHEET

Do you have the right number of staffers?

- You need 1 per 50 square feet of unoccupied space (unoccupied by exhibit property) (see worksheet, “Show, Space, and Booth Staff Selection Worksheet”)

Do you have the right staff?

- A can-do attitude
- Are enthusiastic – they bring their own sunshine
- Conquers fear of rejection
- Understands the process of exhibiting (reaching out, relating to, reacting and responding and recording)
- Are good listeners – are consultative in their approach
- Are confident – make a good first impression with product knowledge
- Knows how to work a crowd – knows that time is money

Reaching Out Exercise:

Review that there are a variety of attendees – amiable/active, drivers, intellects and passive – most have to be engaged to get a conversation going.

1. What can you say to get a visitors attention? (It can be a personal hook or a professional hook)

2. What type of obstacles do you face when engaging?

3. What can you say to eliminate the obstacle?

Relating To Exercise:

1. What can you say to get a conversation going? (the best two words are: "Tell me...." – it says your interested in them)

2. How can you find something in common so can relate to them?

3. What do you need to know to determine if they are qualified?

Reacting and Responding Exercise:

1. What are 2-3 benefits about your company, its products or services that you can build into a communication?

A. _____ B. _____ C. _____

Recording Exercise:

1. What information do you need to record to keep your dialog going after the show?

2. What commitment(s) are you trying to get from your exhibit visitors?
