

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?
