

At The Show

Appoint a Show Manager; someone with authority to make sure staff meet the show objectives.

Since 64% of literature collected at shows is thrown away, you may decide to collect details and to mail literature rather than give it out on the stand. Your literature will have far more impact if it lands on someones desk after the show (as long as it is received within 48 hours of the request).

Here are some basic rules to follow when on the stand:

Do:

- Smile
- Think about your body language
 - no slouching or folded arms, and make eye contact
- Rehearse opening line
- Use open questions
- Look for buying signals
- Be a good listener and be positive
- Remember your objectives

Don't:

- Ignore or neglect a visitor
- Spend too long with any one visitor
- Drink or eat on the stand unless entertaining
- Smoke on the stand
- Use mobile phones on the stand
- Fold your arms
- Launch in to company jargon