



## TIP of the Month – June 2008

### Secrets of the Aisles: Effectively Working Your Exhibit

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To effectively work your company's exhibit, you must recognize and adapt your behaviors and communication skills to the unique dynamics of the tradeshow environment. Time, fatigue, information overload and the competition across the aisle present real challenges to effectively communicating on the tradeshow floor.

As you prepare for SEMICON West, here are seven of the best skills and practices to improve your effectiveness on the challenging tradeshow floor:

1. **Getting into conversations:** When a person enters your booth the first thing you need to do is greet them like you are glad to see them. Then, welcome them. Next, be sure to meet the person by exchanging names. Avoid reading their name off their badge. This assumes that the name is correct. It also assumes a relationship that may not yet exist. And finally, ask a discovery question like "What brings you by today?".
2. **Getting out of unproductive conversations:** To avoid having visitors interactions go too long or spending too much time in unproductive interactions, you have to know how to politely get out of conversations. The simplest and easiest way to wind down an interaction is to thank the person for visiting.
3. **It's not what you tell, it's what you ask:** The gravitational pull in the exhibit is to talk. And yet this unnecessary talking cost us time, energy, our voice and can ultimately negatively impact our attitude toward the show. Design a series of must ask questions. Order the questions in the natural flow of conversation and above all be sure to ask the questions of all unknown booth visitor. The questions should uncover who they are and why they are visiting your exhibit.
4. **The all important company story:** A must-ask question of all unknown booth visitors should be "What do you know about our company?" In response to this question, you should deliver a brief company story that communicates what your company does and what makes you unique.
5. **Making product messaging more effective:** When it comes to product messaging and demonstrations on the show floor less is more. A great question to ask is "When you look at (product) what are the two or three most important things you want to know?". This will not only get the visitor to self qualify but it will also tell you exactly what points to emphasize in your presentation or demonstrations.
6. **Gaining commitment to a next step:** The real outcome of a good in-booth interaction is a meeting of the minds and a commitment from the visitor to take some clearly defined next

action with your company. Think about what your typical next action steps are and design an easy non-threatening technique to ask for the next step.

7. **Capturing more information at the point of contact:** Remember, you may never have this opportunity with this person again, where they come to you with a relatively open mind, on your turf. So be sure to ask the best questions and design a information capture device, whether it is electronic, paper or a combination of both.

By using these seven ideas your interactions with booth visitors will be more focused and productive. You will impress visitors and dramatically improve lead quality.

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**Jefferson Davis**, President of Competitive Edge is known as "the Tradeshow Turnaround Artist". Since 1991 his consulting and training services have helped companies improve tradeshow performance and results to the tune of over \$500M. Mr. Davis is a featured presenter in the SEMICON West exhibitor webinar series and live workshop. For questions or information you may contact Mr. Davis at 800-700-6174 or [jdavis@compedgetrainng.com](mailto:jdavis@compedgetrainng.com).