

56% OF THE EXHIBIT'S IMPACT IS BASED ON THE REPRESENTATIVE'S BEHAVIOR



INCOMM CENTER
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AND SALES TRAINING

PRESHOW SALES TRAINING CAN MAKE A DIFFERENCE

A University study found that 72% of 2,000 representatives surveyed indicated that working trade shows is stressful and semi-productive, and they held low opinions of the quality of the leads obtained.

The Winning Strategies for Successful Exhibiting program conducted before your next trade show can give your representatives the techniques and methods to obtain immediate measurable results and control the sales environment to their advantage.

In the program, which is tailored to your products and show, the representatives will learn how to attract the **Power Buyers** and gain a commitment for the close. Hidden buying signs occurring at trade shows are different than buying signs while making daily sales calls.

The Winning Strategies for Successful Exhibiting has been reported about in *The Wall Street Journal*, *New York Times*, *USA Today*, *Harvard Business Review* and on national television news for the exceptional results companies achieve using these techniques.



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FOUR THINGS PROVEN SUCCESSFUL IN BOOTH GRAPHICS



- (1) Signs with a yellow or orange background are more noticeable by as much as 64% compared to those with white backgrounds.



- (2) Supersized photographs draw more interest than product displays.



- (3) The header on the backwall should always communicate a benefit statement.



- (4) Using a starburst cut out with the word 'NEW' attracts prospects' interest and causes them to take a closer look at the display.

10 TIPS FOR SUCCESS AT TRADE SHOWS

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1

Have Fun! If you're not enjoying yourself, your negative attitude will become contagious.

6

Avoid Clustering. Prospects tend not to interrupt two or more staffers involved in a discussion.

2

Be Approachable! Avoid 'pitch posture' such as arms crossed, hands in the pockets and leaning on counters.

7

Avoid 'May I Help You?' This greeting prompts a 'No, thank you' reply. Welcome them first and then find out their interest.

3

Be a Greeter, Not a Guard! Always welcome visitors. Make the move to greet them rather than waiting for them to come to you.

8

Smile, Smile and Smile Again! When you smile you send a message to your body that you feel good and your attitude creates a positive impression.

4

Drink Plenty of Water. Avoid dehydration by consuming at least four glasses of water per hour to help fight fatigue. 💧

9

Look Attentive. 56% of the impression a visitor makes about the exhibit is based on nonverbal body language.

5

Avoid Radar Vision. Don't immediately look at a person's namebadge. It shows that you're trying to evaluate. Greet the person and introduce yourself.

10

Take Notes! 50% of what people say is forgotten in 60 seconds. Make a note on a lead form of key comments.