

### **30 Secrets to Exhibiting Success**

1. On average 75% of visitors to an exhibition are there to buy or plan to buy in the future.
2. Exhibiting is the most cost effective way of getting your products and services in front of customers.
3. Exhibiting is the only medium, which allows you to interact with potential customers, using all the 5 senses.
4. Decide why you are exhibiting and what you wish to achieve. Have some specific, measurable targets in mind. E.g. Get 300 qualified sales leads or conduct 50 research interviews.
5. Design your stand to help deliver your objectives.
6. Have one person in charge of every aspect of the exhibition.
7. 80% of stand success is down to staff, so train them.
8. If you can invite people, do. If you don't your competition will.
9. Formulate a plan to categorise leads for follow up.
10. At the show, let people know you are there, advertise.
11. Don't ask closed questions.
12. Keep your conversations with clients short and concise
13. Turn off your mobile phone
14. Focus, get all the details you can from your prospect
15. Make a rota, so everyone knows where he or she is and what he or she is doing, when.
16. Make eye contact and smile
17. Listen to your prospect and sell benefits not features. E.g. this is good for you because...
18. Go for it! Have staff whose presence says "Hi, how are you?"
19. You and your staff need to look fresh and feel fresh
20. Use all 5 senses to attract people to your stand
21. Have daily team debriefs.
22. Classify all leads
23. Don't eat whilst on the stand
24. Don't get into conversations about products you do not know, ask another team member to help/demonstrate
25. Remember why you are there, stay focused on your objectives
26. Talk less listen more
27. Conduct a show debrief with the stand team
28. Follow up leads, you will need to contact them at least 6 times.
29. Make use of all the information you have gathered
30. Book early for next year