

Southwest Gas

Tips for Working a Show Booth!

Do

- Smile!!! Be UP!!! Be enthusiastic!!
- Come well rested, prepared to sell.
- Be well groomed, hair, hands, personal hygiene, clothing
- Dress conservatively and in good business taste
- Watch your body language
- Use good posture
- Stand off to the side
- Carry workable pen at all times
- Refer to each visitor by name
- Know your products
- Know your display (logistics, fire alarms, etc.)
- Know specifics (raffle, giveaways, etc.)
- **Be on time for your shift**
- Have a firm and friendly handshake
- Keep gestures controlled but natural
- Keep booth neat
- Keep cabinet and closet doors closed
- Be prepared to exchange business cards
- Utilize team selling
- Evaluate the performance of other staff members
- Solicit suggestions re your performance
- See the show
- Gather information
- Pick up a registration list
- Give feedback
- Greet those passers-by with good eye contact and voice invitations to visit
- Acknowledge prospect even if engaged
- **Limit presentation to 1 or 2 minutes; unless customer gives you permission to continue**
- Develop interaction
- Ask open-ended questions
- Weave qualifying questions into conversation: buying authority, time frame; budget, etc.

- Ask follow-up questions
- Pay attention to visitor's answers

Do Not

- Don't sit
- Don't smoke, eat, drink, or chew gum
- Don't stand behind or lean on tables or counters
- Don't cross arms or put hands in pockets
- Don't stand too close
- Don't place anything between you and the prospect
- Don't let eyes float upward
- Don't let the surrounding distractions catch your eye
- Don't indulge in idle conversation with cohorts
- Don't corner customers for personal talks
- Don't bluff if you do not know the answer
- **Don't have pagers on while on booth duty**
- **Don't use phones in the booth**
- Don't interrupt
- Don't give visitors ANY reason not to make contact with you
- Don't bad mouth the competition
- Don't use acronyms or company buzzwords
- Don't use specific names and applications without permission
- Don't divulge R&D efforts
- Don't talk about new products (if they are not ready for release)
- Don't weigh down attendees with printed materials
- Don't let a prospect leave without getting pertinent info
- Don't leave the booth unattended
- **Don't leave personal belongings in the booth**