



Tips for Everyone

- Never look bored or disappointed. One of the hardest things about a trade show is the immediate emotional stab-in-the-heart when people you know (or should know) rush past your booth. Then comes the psychological wave -- if nobody stops, I must not be good. Then there's the physical slap -- if nobody stops, and I'm not good, my shoulders slump, my feet hurt and my smile simmers away. So give a cheer for the happy friendly folks in a booth after a couple of hours.
- Make the booth inviting. Make it a reason to stop for 60 seconds -- just one minute. Pare down your pitch. Hush & listen.
- Don't do a paper overload. You know those boxes of \$5/per package pretty pictures you lugged to the show and might throw out at the end of the show -- because you don't want to lug them back home? The folks you push those onto -- well, they don't really want them either. Save time & money. Ask if you can send people the little, medium or big package. Yes, you take your chances but generally only the people who are really serious, or really naive, will ask for the big package on the first go-round.
- Figure a trade-off before the show. If you do the show and only talk with 10 people, will they be buyers? If you talk to 1,000 people, will they be prospects? Notice the difference between talking with and talking to.
- Expect that 90% of shows are marketing events, not selling events. It's "see-my-stuff" vs. "buy-my-stuff-right-now". As we all know, it takes time and effort to begin to discuss, much less sign, a contract.
- If you don't want to give a gift to everyone, don't. Give a coupon for redemption -- most people won't bother with the details. Set a limit -- the first 100 get a gift. Send something good to the best prospects. Since 80% of leads aren't followed-up, you'll save money.
- Ask questions and take surveys before giving away anything.