

Trade Show Do's & Don'ts

Do's

- Prepare for success and contingencies.
- Anticipate questions and your responses.
- Know your role and responsibilities.
- Practice your demonstration prior to the show.
- Get to the booth early to avoid last-minute glitches.
- Qualify needs before presenting.
- Qualify whether or not this prospect represents a viable sales opportunity.
- Present enough information to stimulate post-show activities.
- Disengage quickly (professionally) from unqualified prospects.
- Familiarize yourself with all aspects of the booth, so that you can appropriately direct prospects to other areas.
- Stand and face out to engage prospects.
- Maintain an open body posture and good eye contact.
- Convey confidence and conviction.
- Be assertive, not aggressive.
- Wear your badge on your right lapel.
- Be professional at all times.

Don'ts

- Don't smoke, eat, drink or read in the booth.
- Don't talk to your associates – talk to your prospects.
- Don't let customers with complaints ruin it for others – take them out of the booth and discuss their concerns one-on-one.
- Don't argue with prospects or customers.
- Don't stand with your back to the aisle.
- Don't let the booth get messy or sloppy.
- Don't leave your demonstration area unattended.
- Don't use inappropriate language.
- Don't complain about the show, or about being at the show.
- Don't have a bad attitude or convey negative “war stories.”
- Don't wear uncomfortable shoes or clothing.
- Don't badmouth your competitors.
- Don't convey negativism non-verbally.
- Don't assume anything – ask questions.
- Don't give up.