

## Why Train?

### **Your booth staff is your most important trade show asset**

Face-to-face contact is more important than ever in today's business environment (where most products and services are perceived as commodities) because people buy from people. For many people, attending a show or event is the one and only time they will have face-to-face contact with your company. From the attendee's perspective, the booth worker "IS your company." Without practical skills training, most employees mean well but don't know how to represent your company to its best advantage.

### **NOT training your booth workers can be very expensive**

From a cost of sales perspective, it is very expensive to staff a booth with people who mean well but don't have the right skills nor experience to influence attendees' attitudes and buying behavior. Consider the cost of sales (and accounts) lost because:

- Your booth workers had a bad attitude or were unhelpful or ineffective
- Qualifying questions weren't asked and leads were never captured
- Your company did not make prospects' "short list" of potential suppliers
- Attendees' discussed negative experiences with colleagues who, as a result, don't consider your company either

### **Much is at stake**

According to the Center for Exhibition Industry Research in Chicago ([www.ceir.org](http://www.ceir.org)):

- 42% of attendees felt the booth worker didn't understand their needs because he/she didn't listen (not because the attendee didn't try to express them)
- 90% of trade show attendees have not been called upon (face-to-face) by any company exhibiting at the show in the twelve months prior to the event
- 46% of executive decision makers made purchase decisions while attending a show
- 77% of executive decision makers found at least one new supplier at the last show they attended

### **Professional training gets results**

Research has shown that, on the show floor, people are the most influential factor in buyers' perceptions of a supplier, followed by the company, and finally its products and services. Professional training will prepare your booth workers for this unique environment and equip them with the communication skills and processes success requires. Professional training will enhance the skills and results of your booth staff and is often the difference between a good show and a great show.