Trade Show Displays Put Your Trade Show Staff on Display As Well

by Pramod Tiwari

Article published on April 26th 2012 | Advertising

Exhibittrader.com knows that once your trade show displays have caught the attention of tradeshow attendees; keeping their attention is up to your booth staff. No matter the size, style, or price of your trade show displays; the task-and ultimate success- of establishing viable leads will ultimately be left up to exhibit personnel.

For a discussion on booth staff training for trade show displays, exhibittrader.com turns to an industry expert. According to Candy Adams, â€œMuch effort (and money) goes into exhibit design, graphic design and show logistics; but exhibit managers donâ€™t put the same effort into the selection or preparation of exhibit staff.â€• She asks, â€œSo what can you do to improve your staffâ€™s performan Her answer: train them. The â€œBooth Momâ€•â€™ outlines the rationale for training in her article â€œH the Most out of Your Exhibit Staff: what price professionalism?â€• Letâ€™s take a peek at a portion of that article; we will cover the remainder next time.

Does your staff really need exhibit staff training? The problem with staffing an exhibit is that none of us do this every day and we get rusty at even the most basic â€œboothmanshipâ€•. Staff need to understand why selling on the trade show floor is different than an office sales call. They need to be comfortable quickly greeting, engaging and qualifying your visitors; giving a demo; cross-selling; gathering lead information; and thanking and dismissing visitors. Depending on their experience as exhibit staff, they need at least a review -if not a full blown session- to cover these unconventional and demanding skills.

How do you get them to attend staff training? Having managementâ€™s strong support behind staff training; an executive to open staff training meetings; and lots of good food always helps. Give out pre-packaged â€œsurvival kitsâ€• - breath mints, foam insoles, granola bars â€“ that your staff can use at show. Doing advance PR on the new skills theyâ€™ll learn, and giving lots of advance notice of the exact timeframe of the training, will help to get your staff there, too. And, if all else fails, hold out on distributing their show shirts/ badges until the pre-show meeting!

Who will train your exhibit staff? If youâ€™re known as your companyâ€™s â€œBooth Naziâ€• whoâ€™s harping, threatening, and giving ultimatums to your staff, theyâ€™re automatically going to tune out about everything you say. Based on their perceived level of your expertise in staff training, and your level of comfort in speaking to groups, you might not want to tackle it alone. There are a number of seasoned industry veterans who specialize in exhibit staff training. Interview them, find out about their style of training [ ]; what services they offer [ ]; and how much they are willing to customize to your staffâ€™s needs, training time, [etcâ€¦].

Ms Adams goes on to say not to allow, what appears to be high fees, stop your efforts in training your trade show displays staff; but to consider the cost a long-term investment. Her point that it is hard to put a price on professionalism- as your staff will be able to engage prospects efficiently in a shorter period of time- is a great one. The additional leads garnered and sales made will help offset the travel- and other related costs-of having personnel attend tradeshows.

Article Source:
http://www.articleside.com/advertising-articles/trade-show-displays-put-your-trade-show-staff-on-

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Article Keywords:
trade show displays, Trade Show Display, Trade Show Booth

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