

BBBI

BUSINESS BUILDING IDEAS

Choosing Your Trade Show Staff

One problem many clients of mine have run into is choosing people to staff an exhibit. The extreme failure or great success of an entire trade show investment can ride on the shoulders of those chosen to work at your exhibit. Since your travel budget is probably somewhat limited, you obviously can't take everybody you would like. So, who should you take? I would like to share some tips and ideas for you to keep in mind the next time you are having difficulties choosing who will be working your next trade show booth...

Ask yourself these questions:

- How do you begin selecting the right people?
- How do you know they are the right people?
- How and when do you train exhibit booth workers?

Think about who is going to represent your company the best. Who has the right characteristics, and who has characteristics that might end up causing a problem at some point during the show?

Try looking at all departments within your company to find outstanding booth-duty candidates. Some of these departments might include customer support, technical support, administration, marketing, engineering, executive management or manufacturing.

Good Candidates Are...

Friendly. They can easily meet a total stranger and turn them into a friend.



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always — "Are you Ready?"

A handwritten signature in black ink that reads "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



GALLOWAY WALLACE

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

Experienced. They have dealing with this type of business for some time now and are able to work in all aspects of it.

Good Listeners. They can not only talk, they know when to be quiet and listen.

Enthusiastic. They believe in your company and its products or services and they are excited to share that with others.

Prepared. They have the skills needed to make trade show sales and are ready to do so.

Happy To Be There. They are excited to be there and take in the whole experience.

Persistent. They are persistent but by no means rude or annoying. They know how to look for that 'yes' without easily giving up.

Confident. They aren't afraid to strike up a conversation with strangers and believe in what they're selling.

Well-Informed. They know all about your products and services and are happy to answer visitors' questions.

Unafraid. They are able to talk to people at the show who may initially seem hesitant.

Professional. They are able to represent your company in the best light and remain poised and professional at all times.

**If you have any questions or need advice, feel free to send us your questions.
Comments are also welcome!**

Send to:

jd@gallowaywallace.com

Galloway Wallace • 800.346.3169 • www.gallowaywallace.com

