



*Present*

# How to Make Your AIA Booth Staff a Competitive Advantage

## Topics Include:

1. Insights from panel discussions with architects about the importance of exhibit staff.
2. What makes a world class booth staffer?
3. How the environment is different & challenging.
4. How to keep your energy level up and your focus on during a long show.
5. 4 step booth visitor welcoming process and engaging visitors near your booth.
6. Quick rapport skills for face-to-face engagement.
7. 3 primary types of visitors.
8. Practical skills to engage, qualify, concisely present to identified interests and secure a solid commitment to a next action with all qualified visitors.

## Tradeshows are about...

\_\_\_\_\_ & \_\_\_\_\_

Only your staff can manage the face-to-face part of your program!

### **Insights from Panel Discussions With Architects About the Importance of Exhibit Staff**

1. Booth staff behaviors influence decision to stop.
2. Visit booths to \_\_\_\_\_.
3. Do not want or need to be sold.. Just educated!
4. Architects may influence or make purchase decisions on technology and business services.
5. With regard to building products, they specify products in design, but may not make the final purchase decision.
6. Make judgments about company based on staff behaviors.
7. Want questions answered openly and honestly.
8. Do not ask to scan their badge too early.
9. Respect their time and knowledge.

### **What Makes a World Class Booth Staffer?**

1. Positive Attitude
2. Energetic
3. Courteous
4. Engaging
5. Effective Questioner
6. Good \_\_\_\_\_
7. Doesn't Fear Rejection
8. Knows Products, Company and Market
9. Can Communicate Concisely, Persuasively and Interactively
10. Has a Commitment Mentality

## **How the Exhibit Environment is Different & Challenging**

Recognize and adapt behaviors and communication skills:

### **Advantages:**

- ✓ Customer/prospect comes to you!
- ✓ With a *relatively* open mind!
- ✓ In your well-equipped and branded space!
- ✓ In an environment hyper-conductive to talking business!

### **Barriers to Effectiveness:**

- Various visitor types and needs
- Short interaction time
- Physical and mental fatigue
- Information overload
- Strong competitive presence

## **How to Keep Your Energy Level Up and Your Focus On During a Long Show**

- ✓ Stay \_\_\_\_\_
- ✓ Wear comfortable shoes
- ✓ Watch your diet
- ✓ Keep protein/energy bars in the booth
- ✓ Get some rest

## **Rules of Visitor Engagement**

1. Two ways to manage interactions:
  - Wing it!
  - Follow a structured interaction process
2. First \_\_\_\_\_ seconds are critical!
3. Two on floor engaging scenarios:
  - Attendee is near booth
  - Attendee enters booth

## 4 Step Booth Visitor Welcoming Process



- a. Greet: Hello/Good morning/afternoon!
- b. Welcome: Welcome to COMPANY NAME.
- c. Meet: My name is... and you are?
- d. Discover: What brings you by?  
I noticed you were looking at (product)-tell me about your interest?

## Engaging Visitors Near Your Booth

- a. S \_\_\_\_\_
- b. Open body posture
- c. S \_\_\_\_\_
- d. Look toward someone.
- e. Acknowledge or greet them.
- f. Watch for signs of interest.
- g. Ask an Open-Ended Question.

## Quick Rapport Skills For Face to Face Engagement

- Be Interested...Not Interesting!
- Watch Your \_\_\_\_\_
- Match and Mirror
  - Body position
  - Eye contact
  - Gestures
  - Rate of Speech
  - Key Words
- Watch for Visual – Auditory – Kinesthetic Types

### Three Primary Types of Visitors:

- a. \_\_\_\_\_ Visitor
  - question for interest.
  - ask if they came with group
  - use disengaging skills.
  
- b. \_\_\_\_\_ Seeker
  - briefly answer their or question their question.
  - determine how much information you should give them and who should deliver that information.
  - use handoff or disengaging skills.
  
- c. \_\_\_\_\_ Seeker
  - respond directly, but briefly to their question.
  - regain control by asking a question.
  - identify and meet their information needs.
  - secure a commitment to the next action step.

### **Before Talking About Products/Services You Should Know Three Things**

1. \_\_\_\_\_ you are with.
2. \_\_\_\_\_ they are visiting.
3. \_\_\_\_\_ you need to do.

#### **FRONT-END Typical Questions Areas**

- How Learned About Exhibit
- Reason for Visit
- Company/Organization Type
- Job Function/Responsibilities
- What's Prompting Interest
- Projects/Problems/Concerns/Improvements
- Familiarity with Products/Services

#### **BACK-END Typical Question Areas**

- Role in Evaluation/Decision
- Evaluation Team
- Evaluation Process
- Next Action
- Timeframe

## **Know the REAL Purpose of an In-Booth Interaction or Presentation**

Present \_\_\_\_\_ information to make the visitor want to know more (or want the product) and be willing to commit to a next action step.

### **Power Presentation Technique 1 - FAMILIARITY**

**Goal:** Before presenting a product/service, always identify the visitor's familiarity.

**Question:** "What do you know about (product/service)?"

### **Power Presentation Technique 2 – EVALAUTION CRITERIA**

**Goal:** Discover what visitor wants to learn.

**Question:** "When you consider/evaluate (product/service) what are the two or three most important things you want to know?"

### **Power Presentation Technique 3 - 60 SECOND MESSAGES**

**Goal:** Hit the visitor's information "hot-buttons" in a concise, persuasive, and interactive manner.

**Technique:** Deliver 60 second messages.

**Need + Feature + Benefit + Feedback Question  
= Persuasion**

### **3 Biggest Mistakes Booth Staffers Make When Scanning a Visitor's Badge**

- Ask \_\_\_\_\_
- Doesn't confirm interest before scanning
- Doesn't try to capture additional information that may not be embedded in the badge

## **Know How to Get Visitors to COMMIT to the Next Action**

- A “close” in the booth is getting the visitor to \_\_\_\_\_ to a clear next action.
- Close when you get positive feedback.
- Select appropriate next action based on visitor, relationship, and where they are in the sales cycle.
  - *What are your typical next actions?*

### **Two-step commitment process**

1. \_\_\_\_\_: “Does this sound like it might be worth taking a closer look at? (or) work for your situation?”
2. ASK FOR COMMITMENT:
  - If fully engaged – Call next step
  - If unsure or tentative – Collaborate

### **Remember...**

- Pre-marketing your participation is critical! AIA sponsorships help!
- Your booth staff makes or breaks your success.
- Attendees make quick judgments about your company and products based on your staff.
- Put the best people in your exhibit.
- Train them to effectively manage visitor interactions on the challenging exhibit floor.
- It’s about connection and commitment to next!

## AIA Exhibitor Success Center

**VISIT & SHARE WITH YOUR TEAM!**

<https://conferenceonarchitecture.com/exhibit-at-aia24/exhibitor-success-center/>



What were the three most important ideas you learned in this webinar?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge  
The Tradeshow Productivity Expert™**



Jefferson is President of Competitive Edge, a highly specialized consulting and training firm on a mission to inspire, lead and direct businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning tradeshow appearances from “expensive appearances” to “productive, profitable investments.”

**Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.  
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