



Critical Skills Your Booth Staff Must Possess

By *Jefferson Davis, Competitive Edge*

One of the most overlooked assets in determining your exhibiting success is the people that staff your booth.

It's important to understand that buyers make judgments about companies and products based on their interaction with the people in your booth. It's also important to understand that interacting with buyers in the exhibiting environment is very different than a field sales call or day-to-day sales interactions. The key environmental differences are:

1. buyers come to you
2. with a relatively open mind
3. average interaction in a booth is 3 to 7 minutes
4. information overload impacts their ability to absorb and recall information
5. fatigue has an impact on your staff and booth visitors
6. high competitive presence

To counter these environmental differences, here are the key attributes and skills your staff must possess:

1. ability to keep their energy level high during all open exhibit hours
2. know how to proactively and positively engage people near your booth
3. know how to proactively and positively engage people who enter your booth
4. know how to ask the right questions to gain quick understanding of each visitor
5. know how to concisely, persuasively and interactively present your key product messaging
6. know when and how to close the interaction by either taking a lead or asking for an order
7. know how to politely disengage from non-qualified visitors

By training your staff on the environmental differences and interaction skills listed above, you will dramatically increase the odds of putting your best foot forward, capturing higher quality leads, and ultimately generating more sales from your exhibit.

There are some great staffing articles on the [GPE Exhibitor Success and ROI Center](#). Please be sure to take advantage of this great APPA member benefit!



Jefferson Davis, President of Competitive Edge is North America's leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30-minute meeting here](#).