



Consider these engaging questions and statements as a start towards developing the needed skills for your company's exhibit staffers. Note that all of these questions are direct and focused on business – your staffers may certainly want to include some opening social remarks as ways to get the conversation flowing smoothly.

And you will certainly want to encourage your staffers to introduce themselves to the visitor, and learn a bit about the visitor as well prior to the conversation starting.

For the visitor who does not appear to either be very interested, or may not know your company/products very well:

- Welcome! How can I help you learn more about \_\_\_\_\_?
- What have you come to the show to learn about?
- Are you familiar with (our company, or our product)?
- Are you using something similar to this product in your business now?
- What are your main information goals at the show?
- What are your responsibilities at (use company name from show badge)?

For the visitor who seems to be more interested, or has come right in to your company's exhibit:

- Tell me how I can help you.
- What do you already know about us (or this product)?
- How would you use this in your operation?
- What problems does your business have, and how do you think we / this product might help solve those problems?
- Who are you buying from now?

Additional options for questions that could spur business conversations:

- What information will you hope to take back to your business?
- What have you seen at the show so far that was interesting to you – and why?
- What do you think successful operators will do in the future to continue to be successful?
- What did you expect to see or learn that no one has helped with?