



Do It Yourself Exhibit Staff Training

Additional Information – supplement to webinar, February 18, 2009

1. Ideas on starting a conversation:
 - a. “What kinds of solutions are you looking for today?”
 - b. “How can I help you learn more about what you see here?”
 - c. “What do you already know about our company / products?”
2. Ideas on organizing a brief product introduction (elevator speech)
 - a. 2 – 4 sentences only
 - b. Avoid hyperbole – deliver facts
 - c. Focus on benefits – what it does, and why that’s important to your business
3. Rehearsal techniques
 - a. Practice all verbal deliveries out loud, standing up
 - b. Learn to use actual products as part of delivery by moving and pointing to key components
 - c. Time your delivery – learn to be brief and direct
4. Prepare for everything
 - a. What tough questions could visitors ask at the show? Prepare a list, and develop good answers – then practice delivering those answers
5. Manage everyone’s time by learning to quickly qualify a visitor’s interest
 - a. “Is this something you’d like to learn more about?”
 - b. “Are you looking for a solution like this?”
 - c. “Tell me how you think a product like this could help your operation.”
 - d. “If I could briefly show you how to (insert your product benefit), would you be interested in learning more?”
 - e. “What concerns about your current operation keep you up at night?”