WellConnected

Great Conversations During Trade Shows

When exhibiting at a trade show, it is important to have a 2 way conversation with the people who come to your booth. You must know a few key phrases to describe your business and then engage the person with questions about their business.

First, say hello, use their name and introduce yourself. Here are some questions to use when exhibiting:

"What do you do?"

"What interested you in our booth?"

"Do you presently use_____?"

"What do you like about the products or services you presently are using?"

"Any reasons you are not happy with those products or services?"

"We can help you in this way_____."

"Would you like to further discuss how we can help you?"

"May I follow up with you at the end of this week to discuss your needs?"

Notice that most of these questions are open ended so you will not get a "yes" or "no" answer. You want to find out the challenges in their business. The last question is a way to decide if they are a potential client. If they want you to follow up, this is a strong lead. If they say don't follow up then they are not a good prospect so focus on the next person who comes to your booth.

Hope these tips are helpful. Reach out to me if you would like more tips.

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