

# HOME SHOW DO'S & DON'T...

## HOW DO I MAKE THE HOME SHOW PAY OFF FOR MY COMPANY?

Booth Layout: you only have 4-6 seconds to make a good first impression, so you should never put a table across the front of your booth and sit behind it. This creates a barrier between you and the customer, so place your table off to the side or use a smaller, taller table up front. Keep your booth open and inviting.

Presentation Tips: watch for body language signals. Be attentive to what prospective customers are really saying by watching their actions. Always smile and have eye contact.

Use open-ended questions to get customers involved. Create an atmosphere to get the customer talking. The more you get them to open up, the easier it will be for them to tell you their needs and wants.

Follow-up Program: Research has shown that 80% of all leads obtained at home shows are never followed-up! In order to maximize your results, you should act on all leads within 7-10 days. Research also shows that 54% of all leads close with a single letter or phone call.

Rules & Guidelines: prior to the show establish some specific guidelines for those individuals working the booth:

- Chairs should not be allowed in booth - sitting causes customers to feel uncomfortable approaching you.
- Dress professionally for the occasion by wearing company sponsored clothing. There should be no jeans and/or t-shirts allowed.
- Use professional name badges. Make it easier for customers to remember your name by wearing your name tag on the right side, so when you greet a customer or shake hands, it will be easier for them to see and read your badge.

## WHAT SHOULD I NOT DO AT THE HOME SHOW TO ENSURE SUCCESS?

Be unprepared: if the customer sees or feels that you are not prepared to present your product/service to them, they will move ahead to the next vendor.

This also is a great reminder to **always arrive** at least 1/2 hour before the show begins to ensure that you have everything that you need to start your day and to organize your booth accordingly.

How to engage a customer: **NEVER** start a conversation by saying "May I help you?" If you start off with that kind of a question the customer is only going to say, "Oh, we're just looking." Then what will you say?

Competition: **NEVER** knock your competitors. All this does is to create mistrust with your customers. Knocking the competition actually backfires and hurts you more than it does the competition.

Position in Booth: you should not stand in the middle of your booth. It prevents customers from walking in to look at your product displays, literature and photos.

In addition to standing in your booth, you should **NEVER** stand with your arms crossed. This body language is showing to the customer that you are not really excited about talking to them and is a very unapproachable gesture.

Company Jargon: using company and/or industry jargon and acronyms maybe very common terms to people within your business, but is completely foreign to your customers. Be using industry jargon, you actually frighten the customer by making them feel inadequate.

Eat/Drink in Booth: although it has been mentioned before in this contract, it is crucial that everyone follow this **"DON'T."**