

## **Exhibit Sales Technique**

**Exhibit sales is different than most sales techniques or situations. While there are similarities to basic sales, it is a more intense, target-rich environment that requires staff to be agile, task-oriented, and time conscious.**

**Here is a simple primer to help you and your staff work more effectively in an exhibit sales situation. The Grading Scale Technique<sup>8</sup> helps exhibit staff remember the proper sequence for the inquiry process.**

**A Approach attendee with a smile, greeting, handshake, or nod to begin the communication process**

**B Begin the query process. Your challenge is to ask open-ended questions that require the attendees to tell you their needs, problems, or desires. Remember to use your mouth and ears in their God-given proportions (listen twice as much as you speak).**

**Your job is NOT to lecture or present your company's wonderful products and services, it is to find the customer's need and then to fulfill that need or provide a service that solves their problem.**

**C Confirm the need of the attendee. Confirm that you are a) speaking to the decision maker (if not, find out who that person is), b) do they have funding to pay you for your solution, and c) what is their timeline for purchase or solution.**

**D Disengage – this can be the hardest part of the sales process in an exhibit situation. But remember that there are many more people to listen to! Reiterate their need so you both understand it. Then confirm your action. Then gracefully detach yourself with a "thank you for visiting" or parting gift (premium or logo item). Remind them that they can come back for further discussion.**

**F Follow up! You have wasted all of your time and marketing dollars if you do nothing after the event. Consider any contact you promised the attendee as the second sales pitch. Do not send literature or information without a cover letter thanking them for visiting your exhibit (reiterate any message or memorable theme to remind them of your company).**