



**Tarsus**  
S U P P O R T

MAKING YOUR EXHIBITION LIFE EASIER

# HOW TO TRAIN YOUR EXHIBITION STAND STAFF

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TARSUS SUPPORT  
TRAINING GUIDE

**VOLUME 1**

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# VOLUME 1: HOW TO TRAIN YOUR EXHIBITION STAND STAFF

**If you have the right people working on your stand, you will significantly increase your chance of a successful show.** Visitors engage and interact with approachable, friendly people who know their product and service inside out. Selling skills are a must when it comes to exhibitions, your team need to be confident and knowledgeable in order to stand out from the crowd and close those sales.

## WHAT WE WILL BE COVERING:

- How to find the right people to work on your stand
- How to create a great brief
- How to engage with visitors
- How to motivate your staff
- What to avoid, the Do's and Don'ts



## BEFORE THE SHOW: WHO SHOULD BE INVOLVED?

**Most people will just send their sales team to man the exhibition stand**, after all, you are there to sell your product or services. However, have you thought about who will answer those technical questions, or who else can add value to your stand?

- Decide what skills you need
- How many people will you require
- Outline job roles for onsite

## INCENTIVISE

It is proven that people work harder if there is an incentive to win. Whether it's individual or group, leads or sales targets, get competitive.



## 1 HERE ARE A FEW SKILL SETS TO THINK ABOUT:

- If it is an international show, local representation.
- A technical person to handle tricky questions and set up your equipment.
- Senior management to handle VIP customers, provide testimonials (great free exposure) and re-book for next year.
- If you have any new staff, exhibitions are a great way to test their abilities.
- Customer services

## 2 HOW CAN YOU DECIDE WHO WOULD BE AN ASSET TO YOUR EXHIBITION STAND?

- Quick to greet and engage with visitors
- Knowledgeable about products and services
- Cross selling
- Great sales techniques
- Positive and motivated attitude
- Friendly and charming personality
- Great at remembering people and personal information

## 3 WHAT ELSE IS THERE TO THINK ABOUT?

- Make sure you have enough staff to reach your objectives.
- Make a rota so you know who is doing what and when, this will also stop everyone asking when their lunch break is.
- Run through emergency procedures with your staff.
- Someone is managing Social Media posts while onsite.
- Go through your complaints procedure with staff.
- Branded uniforms such as T-Shirts are great advertising onsite, and sometimes smarter than cheap mismatch suits.

# BEFORE THE SHOW: HOW TO CREATE A GREAT BRIEF

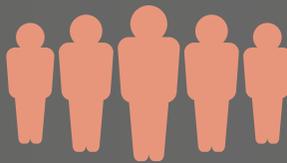
**Firstly, make sure you have clearly outlined your main goals and objectives, and why you have chosen them.**

Secondly, using the checklist to the right, in detail explain exactly what is expected from your staff before arriving onsite, this will save you time and ensure your staff are prepared. And thirdly, create some excitement around incentives! Have you planned any team bonding sessions before the show and during? This can be a great way to drive team morale and excitement around the exhibition.

You not only will need to brief the staff who are working on the exhibition stand but also those who are left in the office, after all, someone will need to help with marketing and to cover those who are out of the office.

## INVOLVE EVERYONE

Involve your staff in the exhibition planning process, from the stand design and marketing material to sharing their previous exhibition experiences. This will help your staff feel a part of the experience and make them want it to be a success.



## CHECKLIST

- Objectives and targets
- Target audience
- Main message for the show
- Individual responsibilities
- Incentives for staff
- Demonstrations
- How to capture lead details
- Marketing material specific to the show
- The do's and don'ts
- Stand location
- Dress code
- Rota
- Show hours
- Travel and accommodation
- Any competitions you might be running on the stand or via social media.
- Get them involved, can they invite any clients or potential clients to the stand (a busy stand looks great).

## **AT THE SHOW: SHOWTIME!**

**You will have an hour or two before the show opens to visitors so take this time to double check everything.** Have a quick catch up with your staff to ensure they know where everything is on your stand, they know when their breaks are and they don't have any questions.



## **MANAGING THE TEAM**

Working at an exhibition can wear you out, especially being on your feet all day talking to a lot of people. Below are a few pointers to keeping your staff energy levels high.

- Regular updates on progress
- Occasional treats
- Daily morning briefs
- Celebrate success
- Regular breaks
- Daily debriefs

## **LOW-COST ADVERTISING**

Branded uniforms are great promotion, and eliminate bad wardrobe choices!

Hello my name is

**Simon**

## **SURVIVAL KIT**

Creating survival packs for your staff can be a nice touch, below is a list of some of the things you can include:

- Plasters
- Lip Balm
- Snacks - Biscuits and Fruit
- Coffee or Juice vouchers
- Breath Mints
- Sanitizing Gel (There will be a lot of hand shaking)
- Notepad and Pens
- Business Cards
- Tissues
- Moisturiser
- Painkillers
- Throat sweets (There will be a lot of talking)

# AT THE SHOW: SELLING TIPS AND TECHNIQUES

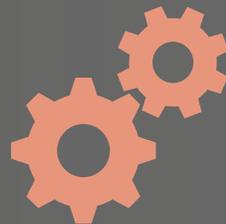
**The classic “Can I help you?” just won’t cut it at an exhibition.** Avoid close-ended questions, which visitors can give one word answers too and can easily walk away from.

After you have introduced yourself, ask an open-ended question regarding the visitors company or their role and responsibilities. This will serve a dual purpose of helping the visitor feel welcome and helping you to identify and qualify who you are speaking to.

Encourage your staff to make note of hot, warm or cold customers, to help Collate and identify leads gathered at the show. Categorising your leads by their level of interest expressed, order size, requests for further information and even press enquiries can help you following up post show.

## BRAINSTORM

Why not have a brainstorming session with your team beforehand to come up with open-ended questions which they feel comfortable saying and can approach visitors with.



## 1 THE DO'S

- Do approach visitors
- Do have fun
- Do smile
- Capture everyone's data

## 2 THE DON'TS

- Don't be on your phone
- Don't eat on your stand
- Don't underestimate prospects
- Don't stand in groups
- Don't leave literature around the show
- Don't sit down

## LEAD CAPTURE

It's important to hand out and receive business cards, however, most exhibitions offer lead capture apps which will make your life a lot easier! Lead capture apps not only allow you to scan the visitors badges but pre-set questions, take photos, audio notes and track how your team are performing.

**Ensure post show you get your team to start contacting all leads captured, follow up calls are essential to a successful exhibition.**



Visit our website if you would like to read more of our guides  
and top tips to make your exhibiting life easier:

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