

Tradeshow attendees want to discover something—and as such, you can't sell to them in the same way you would to a prospect in their office or over the phone. Follow these five steps to more effectively engage potential customers at your next tradeshow.

THE NEW RULES OF TRADESHOW SALES: 5 ESSENTIAL STEPS



1. GREETINGS

EVEN DURING THE BUSIEST TIMES, ALWAYS EXTEND YOUR HAND, SMILE AND LEARN YOUR PROSPECT'S NAME.

PRO TIP

Take a look at the prospect's name badge and refer to him or her by name throughout the conversation.

PRO TIP

If you don't have the right solution, recommend a nearby vendor who does. The attendee will appreciate your forthrightness and so will the vendor.

2. IDENTIFYING NEEDS

ASK THE ATTENDEE WHAT HE OR SHE IS LOOKING FOR TODAY SO YOU CAN IDENTIFY AND ADDRESS PROBLEMS YOUR PROSPECT IS STRUGGLING WITH.



WARNING

Only ask about budget if the prospect has already decided he or she is in the market for what you have.



3. ASKING AND LISTENING

ASK THE PROSPECT THE KEY QUESTIONS UP-FRONT (BUDGET, PRIORITIES, ETC.), LISTEN TO THE ANSWERS AND USE THESE TO GUIDE THE CONVERSATION.

PRO TIP

Before you tell a prospect what your product does, tell them how it will benefit them.

4. MAKING THE PITCH

RESPECT YOUR PROSPECT'S TIME AND REFINE YOUR PITCH.



5. OFFER AND CLOSING

DON'T EXPECT THE PROSPECT TO SIGN THE DOTTED LINE AT THE EVENT; ASK WHAT THEY NEED TO HELP THEM MAKE A DECISION.

PRO TIP

Make notes immediately after your interaction and reference them in your follow-up.

