

# 9 Simple Steps to Show Success

1.

**Set SMART objectives** – Specific, Measurable, Attainable, Realistic and to a Timeframe. What results do you want from the Show and how will you measure them?

2.

**Staff** – The right (or wrong) staff will make or break the Show for you. 85% of your Show success depends on your staff's performance. This is THE most important key to your success. Your top sales and product managers are the people you want on your stand. Your Show team should be well presented and enthusiastic. Your staff should be set performance objectives that tie in with your company objectives and ideally they should be incentivized to achieve them. Ensure they know your product, can sell your product and want to be at the Show! Nothing dampens your success more than bored, uninterested and unknowledgeable staff.

3.

**Staff need to stay fresh**, so rotate on a 4 hour basis. The first 4 hours of each day are the busiest, so this is when you need your top sales people to work. Weekends will be four times busier than weekdays, so roster accordingly.

4.

**Decide what to exhibit** – Who are the audience at this show? What products and services will they be interested in?

5.

**Develop your message** – Keep it simple and to the point. Aim your Show specific message at the target audience.

6.

**How will you attract visitors to your stand** – Consider at show special offers (deals) and promotions, sample giveaways, competitions, hospitality, or launching a new product. However, don't let these things distract you from your key objectives. Remember, you only have a few seconds to grab a visitor's interest as they pass by your stand.

7.

**Signage** – Larger, bolder, simpler. As a rule of thumb, think of a size and double it. Think of a freeway billboard.

8.

**Space and light** – Leave plenty of room for visitors on your stand. At least 50% of your stand space should be left for visitors and the balance should be product. Avoid designing a stand which creates "barriers" to the visitor stepping onto it. Also ensure your stand is well lit with stand lighting. Overhead venue lighting is not sufficient. A well-lit stand is bright, welcoming and displays your product at its best.

9.

**Follow up** – this is the second most important thing after your staff. Get onto those leads and enquiries you generated at the Show FAST. Plan now on who and how you will action your Show business. The quicker you respond to a visitor's enquiry, the more likely you are to secure the sale. Quick, efficient, professional follow is required immediately after the Show.