

Tradeshow Tips ~ Fun and Enthusiasm Sells!

The booth was not very sophisticated: 4 tables arranged in a rectangle, surrounding a salesperson. The tables were jam-packed with merchandise. There were no fancy graphics. Yet the traffic around this exhibit was among the steadiest, strongest of the show. Why?

It might have been the product: novelty candy. Yet I really don't think so. There are a lot of novelty candy products. It may have been the giveaway: samples of the candy. Yet, there were other displays with more impressive, expensive giveaways that didn't draw half the crowd.

What made the difference?

In a word: a staff with enthusiasm! The young lady working the booth created this traffic, single-handedly. Her enthusiasm was readily apparent as she called out to passersby, "Come here! Have some fun!" She engaged attendees immediately, greeting them by name, showing them how much fun it was to use her product. The focus was on enjoyment, creating a fun experience for the attendee. Visitors were encouraged to play with the product, handed stickers to decorate their sample, and to just have fun. During this, she introduced some facts about the product, including a little bit of company history, but absolutely no sales pressure. She let the experience sell itself.

After the attendees had finished trying out the product, THEY were the ones who shifted the focus to sales: "How can I get this for my store? How can I create this fun environment for MY customers?"

Buyers at tradeshow have been asked, "What is the single most powerful thing exhibitors can do to attract you to their merchandise? Time and time again, the answer came back: "Be enthusiastic! Believe in your product! Be excited — and tell me why I should be excited."

When a team is enthusiastic about the products and services they're selling, that excitement is noticed by buyers. They want something they can be excited about, something their customers will be excited about. Provide that, and your trade-show success is guaranteed.

This takeaway lesson: Fancy graphics, complex displays and high-tech gizmos can all enhance your exhibit, but none of these are as powerful as genuine enthusiasm and a spirit of fun on the show floor.

Information courtesy of Susan Friedmann, CSP, The Tradeshow Coach.

