



Educating Your Staff: The Key Ingredient to Increasing ROI





Trade shows are likely your biggest marketing investment. What's more, the time and costs associated with attending a trade show make it extremely important for exhibitors to maximize their trade show ROI. After going through the process of selecting a trade show, planning for the event and spending money, you can be left asking: who's staffing my trade show booth? Preferably, you'll have a team of highly personable, experienced sales reps who know your products and services. However, questions do arise.

1. Are your sales reps ready to meet hundreds of prospective buyers over the course of a few days?
2. Will they be able to weed out the lurkers and "freebie hunters" from the genuine interested potential buyers?
3. How will they interact with each other? Will they be able to maintain the energy needed to engage and pursue each new lead that comes their way?



This is where Apogee encourages you to educate and prepare your booth staff so they can have a positive effect on your trade show ROI. Some companies partner with or have in-house business coaches who can be brought in to work with staffers both in advance of and at the show. But we have some tips and best practices you can learn from, for free!

IMPROVE YOUR TEAM'S PEOPLE SKILLS

People skills are the foundation for success on the trade show floor. Having a team of booth staffers who possess the ability to understand, relate to, and interact with different types of people will undoubtedly help your brand at an event, and will help strengthen your trade show ROI.

Tips for Improving People Skills:

- Teach your staffers how to filter out serious prospects from ones just looking for giveaways
- Practice listening exercises with your team to help them communicate more effectively
- Have your team study body language, which can often be more telling than verbal conversation
- Practice stress-coping techniques to help team members better handle rejection or to decompress built-up tension



PROMOTE TEAMWORK FOR STRONGER TRADE SHOW ROI

To create a winning trade show team, it's essential to look for team players who are not only great sales reps, but who also work well in a group setting. Great teamwork doesn't come easy. It will take time and effort to create and continuous effort to maintain.

Teamwork Tips:

1. *Make sure your team members align their values and goals with each other and with your company*

The hustle and bustle of a trade show event will cause stress at some point throughout the week or weekend. It's inevitable. But if your team's values and goals are aligned, they will be much more inclined to help each other out and work better as a team. Having a common goal can go a long way in high pressure situations.

2. *Maintain a high-energy environment that promotes team-oriented solutions and offers initiatives for thinking outside the box*

A little competition never hurt anyone, especially among sales teams that are naturally competitive. But make sure to create team-oriented solutions that forces your reps to work together. This will strengthen their relationships and build morale.

3. *Identify the diverse personality types of your team members and learn how to blend them together to make a stronger unit*

The best leaders are often those who know how to manage people and put their teams in positions to succeed. By evaluating your sales reps' strengths and playing to those strengths, you're increasing the overall power of your team.

4. *Ask veteran sales reps to mentor younger or less experienced team members*

Your younger, inexperienced reps are like sponges, prepared to absorb all they can throughout the trade show, while your experienced reps will feel good about nurturing a team member and taking them under their wing. This combination is often a winning formula.

5. *Hold team lunches and activities before the event to encourage bonding*

The time your team spends together away from working is just as important as the time they spend on the show floor. Help them connect at non work-related activities.

Want help planning your next trade show? Use our new [Custom Timeline Generator](#) tool.