

EFFECTIVE TRADE SHOW STAFF TRAINING



Only 26% of businesses conduct employee training for trade shows.

The success of your trade show booth is directly connected to the performance of your team. In fact, **80% of visitors** base their impression of your brand on the brief encounter they have with your team.

More than 50% of companies never offer any trade show staff training.

This is a major oversight. Don't miss out on this important element during your next trade show.



ESTABLISH YOUR TRADE SHOW GOALS

Everyone has to be on the same page when it comes to your trade show goals. When you're training employees for a trade show, they need to clearly understand their unique roles. Make sure they have the training they need to start conversations with visitors.



PROVIDE EMPLOYEE TRADE SHOW INCENTIVES TO KEEP STAFF MOTIVATED

One way to keep your team motivated is by creating daily goals. Your staff can compete against each other to achieve those goals. Make sure there's a reward for the winner!



LET STAFF KNOW THEY PLAY AN IMPORTANT ROLE

Your employees are your biggest brand ambassadors, and this is especially true at trade shows. Your booth should speak for itself, but your staff is still your most valuable asset. Set them up for success and remind them how important they are.



EMPHASIZE THE IMPORTANCE OF TRADE SHOW BOOTH STAFF ETIQUETTE

One of the most important rules is to engage visitors within 15-20 seconds. Attendees want to be acknowledged and valued. Nonverbal communication is important! Staff members should know how to read body language as well as project positive body language.



HAVE A FOLLOW-UP PLAN IN PLACE

It's key to designate which team member should follow up with which prospects so you don't have multiple people reaching out to the same lead. You might divide prospects up by geographic region, industry, or position in the sales funnel.



EVEN MORE TRADE SHOW TIPS

- Practice demonstrations beforehand
- Ensure team members are asking open-ended questions
- Have a system to save staff from opportunists
- Teach your team how to listen



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