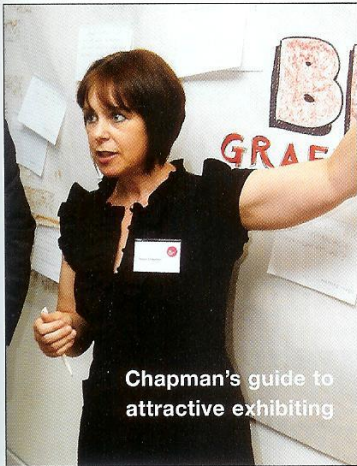


Hey presto!

Facilitator at Meeting Magic, Helen Chapman, wants you to add your own magic to the show floor.



Chapman's guide to attractive exhibiting

Firstly as you are reading this magazine, hopefully you already understand the importance of attracting people to your exhibition stand and making their visit worthwhile. Even if the initial meeting doesn't mean a sale, you can lay strong foundations for the future.

Secondly, there is no denying the fact that in the grip of this current recession, like it or not, customers have more choice than before. This also includes the option to spend nothing. So, you had better be ready for the long game, not the quick sale. You had better be prepared to care about what customers want in a way

that you've never cared before.

Ideally, you should focus on these two key areas; those three crucial minutes you have with a stand visitor and how to stimulate your thinking about how to make them the best three minutes possible. And those three minutes occur if you are especially lucky to grab initial attention.

The best place to start is to think about the last exhibition you attended over the past 12 months. How would you rate your performance? Have a think about the people you met, the conversations you had and the connections you made.

Now reflect honestly on what went well. What results did you achieve? Did you storm it or did you just get by?

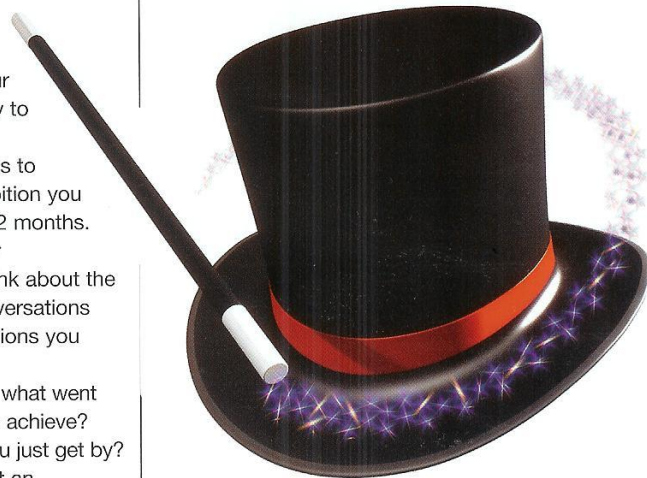
In a nutshell, your job at an exhibition is to conduct a series of very short, very focused meetings. Thankfully, successful meetings have a tried and tested formula. Just follow the rules and add your own energy and unique style.

Your visitors will come in all sorts of

shapes and sizes (and not just in their physical attributes), so if they all require different things, why are you repeating the same old lines? The

same pitch, the 'one-size-fits-all' answer?

Admit it, you're in a rut – and if you're not in one now – you probably



will be by the time you get to visitor number eight. As much as you know your usual routine, it's time to change the recording for good.

Now's the time to ask yourself about those bad habits; Do you talk

“The best place to start is to think about the last exhibition you attended in the past 12 months. How would you rate your performance?”

more than you listen? Try to have two conversations at once? Repeat the same pitch to each visitor to your stand?



Getting the right attention is about seeing every person with fresh eyes and a positive perspective

It's time to refill your approach and practice the four essential elements to successful meetings:

The outcome

Be clear about the outcome you want to achieve. At the very least, you should aim for good, positive rapport with the visitor. You want them to remember you above all other exhibitors. If your focus is on great rapport, the sale will follow.

Agenda

Make every minute count. Welcome them quickly and warmly and ask what brings them to your stand. Now listen like your life depends on it (it's exhausting, but worth it). Listen for the important information, such as which industry they're in, what their interests are and every time you hear a connection with your exhibit, acknowledge it.

Tailor your response to fit their

needs, this will help them to feel heard and understood and get you closer. Think of it like a mini-agenda and that will help to keep you focused.

Your role

Focus your brain on the person in front of you, not who's over their

shoulder. Be prepared to be in that conversation and nowhere else for three minutes. If you realise that you haven't got what they are looking for, recommend a stand that.

If possible, take them across to introduce them. This will leave them with good feelings about you, and in turn your product, and help you clear the path for the next visitor you might be able to help. You may also receive reciprocal referrals from other stands.

The rules

Despite the length of the show and number of visitors, try to see every person with fresh eyes and a positive perspective. Even if the previous person felt like a time-waster, that's not to say that the next one will be the same.

Although the person in front of you may be the 100th person you have spoken to, to them they are the most important. Approach every new conversation with a positive and focused attitude.

Finally, and perhaps most importantly, follow-up potential leads with flair. Swift and accurate follow-up is crucial if the great rapport you built at the exhibition is going to continue.

So, be true to your word, be swift with your work, be accurate with your follow-up and then add a little sparkle - your own touch of magic in your own unique style.

