

2010 BLUE RIDGE HOME BUILDERS SHOWCASE EXHIBITORS

#1:

SIGNAGE - TELL WHO YOU ARE & WHAT YOU DO

BOOTH APPEARANCE – NEAT, CLEAN & INVITING

INFORMATIVE – HAVE GOOD, DETAILED INFORMATION
TO PASS OUT

#2:

DELIVER YOUR MESSAGE – TELL THEM WHAT YOU DO
AND WHY THEY SHOULD DO BUSINESS WITH YOU AND
YOUR COMPANY

#3:

ESTABLISH A LINE OF COMMUNICATION SO YOU CAN
STAY IN TOUCH WITH THEM AND FOLLOW UP ON
THEIR POTENTIAL PURCHASE.

BOOTH

OBJECTIVE: ESTABLISH YOUR OWN REALISTIC OBJECTIVE FOR THE
SHOW.

THE OPPORTUNITY TO MEET PROSPECTIVE BUYERS FOR
YOUR PRODUCT OR SERVICE WHO PLAN TO PURCHASE
WITHIN THE NEXT TWELVE MONTHS. THEN TO
ESTABLISH A LINE OF COMMUNICATION

HOW: SIGNAGE/DISPLAY

BOOTH SHOULD TELL WHAT YOU OFFER AND WHO YOU ARE. BOOTH
SHOULD ATTRACT PEOPLE TO STOP AND
MEET YOU AND EVEN ENTER. SIGNS MUST BE EASY TO READ.
BOOTH MUST BE CLEAN AND SAFE (NO ELECTRICAL CORDS IN
A PLACE TO POTENTIALLY TRIP OVER). ALSO, MAKE THE BOOTH
LIGHT, BRIGHT AND
CHEERFUL. WEAR AN EASY TO READ NAME TAG WITH YOUR NAME

AND BUSINESS IDENTIFIED. WEAR ON THE LEFT SIDE OF YOUR CHEST SO ITS NOT HIDDEN WHEN SHAKING HANDS.

VIDEO:

MAKE SURE THE SCREEN IS VISABLE IN THE DAYLIGHT. BE CAREFUL WITH TOO MUCH VIDEO. PEOPLE WILL NOT REMEMBER A VIDEO MESSAGE LIKE THEY WILL A PERSONAL CONVERSATION AND A HANDSHAKE.

PERSONAL PRESENTATION:

LOOK AND BE INVITING. DRESS NICELY; ACT INVITING AND WELCOMING. SMILE AND GREET GUESTS AS THEY WALK UP AND BY. MAKE AN OFFER AS THEY COME UP; "MAY I SHOW YOU THE NEW _____?"

MESSAGE & DELIVERY:

PRESENT YOUR STORY. ASK THEM QUESTIONS ABOUT THEIR PROJECT/HOUSE. HAND THEM AN INFORMATION REQUEST CARD AND LET THEM FILL IT OUT. THANK THEM FOR THEIR TIME. PREPARE FOR THE NEXT VISITOR.

SHOWCASE TIPS FOR A SUCCESSFUL SHOW

NICE, NEAT ATTRACTIVE BOOTH. EASY TO READ SIGNS.
BOOTH STAFF NEATLY DRESSED/CLEAN APPEARANCE
FRIENDLY/ATTENTIVE TO THE GUESTS – PAY ATTENTION
TO THE GUESTS

FRIENDLY BUT NOT TOO AGGRESSIVE
ASK QUESTIONS ABOUT THEIR INTEREST. INVITE THEM
IN TO SHOW THEM SOMETHING OF INTEREST.

BE BRIEF – THEY WANT TO SEE THE WHOLE SHOW AND
YOU WANT TO MEET EVERYONE THAT COMES TO THE
SHOW

#1 TIP – PAY CLOSE ATTENTION TO THE GUESTS!

DOS & DON'TS

BE ALERT. PAY ATTENTION TO THE GUESTS. YOU PAID A LOT OF MONEY AND WENT TO A LOT OF EFFORT TO HAVE THE OPPORTUNITY TO MEET THESE GUESTS. FOCUS ON THE GUESTS AND THEIR INTERESTS. BE FRIENDLY AND SMILE!

ASK THE GUESTS ABOUT THEIR PLANS TO BUILD, REMODEL OR ADD ON. FIND OUT THEIR TIME FRAME TO START THEIR PROJECT. BE SURE TO GET THEIR NAME AND CONTACT INFORMATION. GIVE THEM SOMETHING TO TAKE WITH THEM TO REMEMBER YOU BY PLUS YOUR NAME AND CONTACT INFORMATION.

THANK THEM FOR COMING TO THE SHOW AND YOUR BOOTH. BE AWARE OF GUESTS WHO ARE WAITING TO SEE YOU NEXT. SPEAK TO THEM AND TELL THEM YOU WILL BE WITH THEM SOON. AND THEN DO THAT. DON'T FORGET THEM. BE THOROUGH WITH EACH GUEST, BUT BRIEF. THERE WILL BE MANY GUESTS YOU NEED TO SEE.

WHEN WALKING THE SHOW TO SEE OTHER BOOTHS, OR TO EAT, OR USE RESTROOM, BE ON DUTY. IN OTHER WORDS, BE FRIENDLY AT ALL TIMES. YOU WILL SEE GUESTS WHO VISITED YOUR BOOTH EARLIER.

DO NOT LEAVE YOUR BOOTH UNATTENDED! BE THERE!
DON'T EAT, CHEW GUM/TOBACCO OR SMOKE.
DON'T TALK TOO MUCH TO OTHER STAFF MEMBERS OR NEIGHBORING BOOTHS. DON'T IGNORE THE GUESTS AT ANY TIME. BE ON DUTY!