

We hate to admit this, but the most common attendee complaint we receive today is that exhibit staff ignore potential clients because they are playing on their smart phones at the show. Most of our exhibitors are professionals and would never ignore potential business standing in front of their exhibit. But, please have this discussion with your entire team and remind them that attendees that approach your exhibit want to give you business.



Fear of Missing Out? Hey, put that Cell Phone down & greet customers!

In the modern age, many of us have a Fear of Missing Out. If we don't check our phones minute by minute, we might miss something. However, playing on your smart phone is now the most common way to miss out on business at the Home & Garden Show. Potential Customers do not want to bother you when you read, play on a phone, or surf the net. The more they are spending, the more likely the attendee will walk right past your exhibit, and into your competitor if they think you are uninterested in their business.

The key to successfully reaching your customers is the ability to meet them eye to eye, and face to face. Homeowners who come to our shows want something beyond an internet keyword search. They want an expert to understand their specific situation and needs. They walk the show selecting trades they can engage with and materials they can see and touch. They want to meet a skilled specialist who appreciates their business and comprehends their project. This is why they have taken time to come and meet you. Don't miss your chance because you can't put your phone down.

Your staff needs to understand it can be difficult to jump from one kind of information to another. Texting, talking or gaming on your phone is more than a momentary distraction. These activities can veer your focus away from opportunities to greater profits. In those moments when you are not greeting and talking about your business, tidy the booth, review literature or mentally go back through projects you have discussed at the show. Monitor how the customers flow through your aisle so you can adjust things for better show results. Meet and network with neighboring exhibitors to build community for "at show" and future referrals.

And when a customer comes into your booth, welcome them into what is your temporary "showroom". Make space for them to come into your "showroom" because you want quality time with time with them. Respect the time it took for them to come to the show, and give them your full attention. Every sale from the Home & Garden Show begins with a look in the eye, handshake, listening skills to create an effective sales interaction.

