

BEFORE THE EXPO, PEOPLE: THE RIGHT STAFF, THE RIGHT ATTITUDE #5 OF 36

EXHIBITOR TRAINING VIDEO



Having the right staff is extremely important because, very simply, your people will determine your success at the event. During your preparations, concentrate on 'TEAM' values. In other words:

- Trained
- Engaging & Passionate
- Attitude & Mindset
- Motivated & Energetic

'Your team members are the face of your organisation. Make sure you select, motivate and train them accordingly.'

So what does that mean in real terms? Let's break it down by looking at the steps you ought to be taking to put the right team into place, and to make sure they are properly prepared.

TRAINED

- Designate a project manager
- Spend time before the expo briefing the team on objectives, targets, roles and responsibilities

Staff training is key to getting the most out of the expo. Whether you train your staff in-house or via a third party, be sure to concentrate on communications skills, your key selling points and the outcomes you need. Thinking back to earlier lessons in this series, make sure that staff know what targets they're chasing in terms of leads, appointments and return on investment.



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ENGAGING

Customer contact skills can be learned, but not everyone is a 'natural.' Choose your team based on some vital qualities and capabilities.

- Outgoing and confident personalities
- Welcoming and engaging staff
- The ability to ask the right questions



ATTITUDE

- Maintain a positive attitude / a winning mindset
- Keep a steady look-out for new opportunities
- Focus on helping customers rather than selling to them



MOTIVATED

- Staff should be passionate about the product/services they promote
- They should be energetic and focused on achieving their ROI targets
- They should stay focused, pursuing opportunities throughout the course of the event



IN OUR NEXT PRESENTATION...

In our next presentation, we'll be looking in more detail at the topic of staff training. We'll be sharing a list of ways to ensure that your people are equipped and eager to make the most of the opportunities ahead.

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