

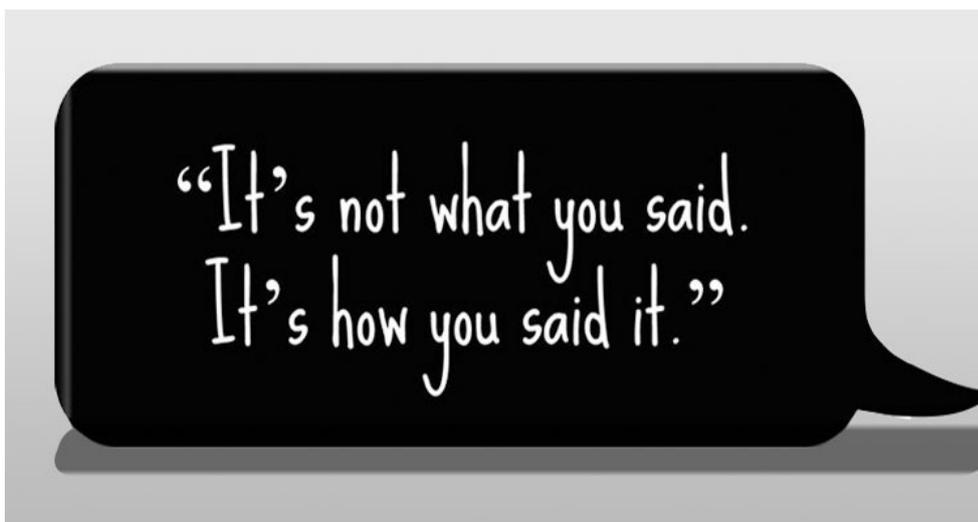
DURING THE EXPO: SELFLESS – ENGAGEMENT WITH VISITORS; EYE CONTACT AND BODY LANGUAGE #19 OF 36

FACIAL EXPRESSIONS

A happy, pleasant and a motivated individual will have a greater chance of engaging in conversation than someone who seems bored, weary or uninterested. Remember, most people prefer to buy from people they like, and will run a mile from those they don't. So, the first task may well be only a gentle relationship-building exercise.

VOICE TONE

The aggressive 'hard sell' approach seldom impresses people. Relationships are built on communication, so show a genuine desire to listen when speaking to visitors. If they aren't interested in your products or service, be pleasant and polite when closing the conversation. Remember, they may not be right for you now, but they might know someone who is.



SUMMARY

First impressions count. Have the right staff at the stand; people who are confident, pleasant and focused on the job. Eye contact, body language, facial expressions and the tone of voice play important roles when engaging with visitors and leaving a positive impression.

NEXT: MORE ON ENGAGEMENT

In our next article, we will keep the focus on Engagement. We'll be talking about how we start and maintain useful conversations with visitors.

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