



## Home and Trade Show Do's and Don'ts

### Facts

- 70+% of trade show and home show leads are Never followed up
- Trade show attendance is down for traditional type shows
- Be wary of attendance claims

### Do's

- Invest in high quality images for your booth
- Use a headline that interrupts prospects
- Prepare informational materials to hand out
- Use a script to speak to prospects that stop by
- Open the conversation by saying "What attracted you to our booth?"
- Schedule the initial meeting at the show – this will increase your success rate by at least 200% and eliminate the people that aren't really ready to move and will waste your time
- Be Enthusiastic in speaking to everyone
- Have 2 people at the booth at all times
- Have a food or drink give away that people really want – bottled water for example
- Get out in the aisle and engage people with your informational give away (this shouldn't be necessary if you have an eye-catching booth with great images)
- Attend the shows you are thinking of doing and see first hand the traffic
- Send 3 pre-done follow-up pieces to everyone that gives you their contact info
- Do use two large flat screen monitors so that you can present before, during and after pictures of 5 – 6 projects that you have completed. Be sure and have a short video clip at the end of each job from the customer talking about what a good job you did.
- Do keep handy wipes in the booth to assist moms in tidying up the babes as they go by. This will also give you a chance to talk with parents and ask specifically why they came to the show.

### Don'ts

- Display old or outdated images or use old brochures or other dated collateral
- Use your name as the headline for the booth Unless it clearly reflects what you do and even then that is a mistake
- Wing your script
- Say "Hi, can I help you? Or "Are you interested in a home remodeling project?" Or any other closed end question
- Sit
- Gather contact information so you can call to set the initial meeting – this insures that you will never speak to at least 50% of the people
- Act bored
- Eat food at your booth