EVENT BEST LEADS

BEFORE THE DOORS OPEN

A practical preparation guide for your trade show team

Most of this is basic sales skills, but it's easy to forget them when you're busy, travelling, or dealing with last-minute issues at the event.

Preparation is 50% of sales.

The show floor is not the place to start practising. Before the doors open, get your team together and rehearse the conversations you're likely to have.



WHAT SHOULD YOU REHEARSE?

1 Your opening line

How will you get someone to stop and talk? Practise a few approaches until they feel natural.

2 Your segmentation questions

Practise the one or two questions that help identify potential customers. Make sure everyone knows what different answers mean.

3 Your short explanation

Can everyone explain your offer in 30–60 seconds, without jargon or unnecessary detail?

4 Common objections

What qpestions or objections might you encounter? Practise answering clearly and honestly.

5 Moving on politely

Practise ending conversations naturally and respectfully when there isn't a fit.

6 Handing over a promising lead

Who takes over when someone wants more detail? What needs to be recorded?



REHEARSE AGAIN TOMORROW

- What worked well? What caught us out?
- Which questions or objections did we struggle with?
- What should we change or practise tomorrow?

A few minutes of rehearsal each morning can make a real difference.

BONUS: BREAK ONE BAD HABIT

We all have habits that make us less effective on the stand. Some are so familiar we barely notice them.

Recognise one of yours and commit to breaking it.



Watch out for:

- Checking phones, emails or leads while visitors pass.
- Fiddling with pens, tablets or other objects.
- Hiding behind podiums, counters or screens.
- Standing too far back or looking unapproachable.
- Talking to colleagues instead of visitors.
- Talking too much instead of asking questions.

Breaking a bad habit is hard. No one's going to pretend it's easy. But breaking a bad habit will bring results. So go get it.