

## Staff Selection and Preparation Worksheet

### Do you have the right number of staffers?

- You need 1 per 50 square feet of unoccupied space (unoccupied by exhibit property) (see worksheet, "Show, Space, and Booth Staff Selection Worksheet")

### Do you have the right staff?

- A can-do attitude
- Are enthusiastic – they bring their own sunshine
- Conquers fear of rejection
- Understands the process of exhibiting (reaching out, relating to, reacting and responding and recording)
- Are good listeners – are consultative in their approach
- Are confident – make a good first impression with product knowledge
- Knows how to work a crowd – knows that time is money

### Reaching Out Exercise:

Review that there are a variety of attendees – amiable/active, drivers, intellects and passive – most have to be engaged to get a conversation going.

1. What can you say to get a visitors attention? \_\_\_\_\_  
(it can be a personal hook or a professional hook)
2. What type of obstacles do you face when engaging? \_\_\_\_\_
3. What can you say to eliminate the obstacle? \_\_\_\_\_

### Relating To Exercise:

1. What can you say to get a conversation going? \_\_\_\_\_  
(the best two words are : "Tell me...." – it says your interested in them)
2. How can you find something in common so can relate to them? \_\_\_\_\_
3. What do you need to know to determine if they are qualified? \_\_\_\_\_

### Reacting and Responding Exercise:

1. What are 2-3 benefits about your company, its products or services that you can build into a communication?  
A. \_\_\_\_\_ B. \_\_\_\_\_ C. \_\_\_\_\_

### Recording Exercise:

1. What information do you need to record to keep your dialog going after the show?  
\_\_\_\_\_  
\_\_\_\_\_
2. What commitment(s) are you trying to get from your exhibit visitors? \_\_\_\_\_  
\_\_\_\_\_