

Dealing with Unqualified Booth Visitors

Not everyone you engage will be a valid prospect for your company. It is therefore essential that you identify and qualify the visitor to determine how your staff should proceed.

Tip #1 - Don't rely on the badge

Badges can be easily swapped and the information provided by the attendee is not always valid.

Tips #2 – Ask the right questions

Ask open ended questions that can help you determine if the visitor is a valid prospect

- Don't ask – May I help you?
- Don't ask – Any question that can be answered with yes or no
- Do ask – Questions beginning with Who, What, When, Which, How Much

Some sample questions are:

- *Tell me about your business*
- *What do you do for your company? What does that involve?*
- *What brought you to our booth today?*
- *What do you see in the booth that interests you?*
- *What are the biggest challenges you face?*
- *Have resources been allocated for this project?*
- *What solutions are you looking for at the show?*

Tip #3 – Dismissing visitors if they are not qualified for your products

This is often extremely uncomfortable but is essential. It is important to be done professionally as you never know who the visitor may speak with or if they may become a potential customer in the future.

- It's okay to tell a visitor why you're dismissing them:
 - Need to get to someone who is waiting
 - Don't have the product/solution they are looking for
- Thank them for their time and interest
- Hand them or invite them to take product literature with them
- Use body language to reinforce dismissal
- Shake hands/turn and walk towards the edge of the exhibit or the next visitor

Some sample comments are:

- *Thank you for your time but I'm afraid our product/service doesn't fit your current needs.*
- *I don't want to take up any more of your valuable time but this might answer more of your questions (while handing literature and stepping away.)*