

DO'S & DON'TS

Think Distributors Don't Notice?



Distributors notice everything and they share praise and complaints about exhibitor behavior with show management. For your benefit, we thought we'd share a few of their observations with you.

- ✓ **Make eye contact and smile!**
Be approachable.
- ✓ **Stand in your booth and right at the aisle.**
Sitting (especially at the back of the booth) looks passive and gives the impression that you're not interested in meeting distributors.
- ✓ **Show your eagerness to greet attendees.**
Start by showing them your products.
- ✓ **Be your best salesperson.**
Show excitement and enthusiasm about your products.
- ✓ **Have a 10-30 second sales pitch prepared.**
If distributors only give you a snippet of time, you still get across what is most memorable about your product or service.
- ✓ **Let distributors know you are interested in their specific needs!**
Don't just hand out catalogs. Ask good questions. Let distributors know you care about helping them solve problems.
- ✓ **SMILE, SMILE, SMILE!**
- ✗ **Talk on your cell phone in the booth.**
It shows attendees that they are not important compared to other business.
- ✗ **Make talking to other exhibitors a priority above greeting attendees.**
You should make it clear that you are there first and foremost to meet them.
- ✗ **Avoid eye contact.**
When distributors come by, look them in the eye and start a conversation.
- ✗ **Leave your booth unattended.**
To distributors, this shows that you really don't care to be at the show.
- ✗ **Act disinterested or bothered when distributors ask you questions.**
Engage attendees in conversation and sell them on your products.
- ✗ **Close your booth early.**
It is disruptive to the other exhibitors who are trying to conduct business with distributors, and you could miss out on a great potential client.