



NORTH AMERICAN FARM SHOW  
COUNCIL

# Build a Better Farm Equipment Show

## Step Six - Staff Evaluation

---

### A) Use the following list of checkpoints to evaluate your individual exhibit staff

#### Attitude

- Shows up on time
- Positive demeanor

#### Ability to engage

- Appears warm and inviting
- Approaches visitors walking by
- Makes eye contact and welcomes visitors
- Uses open-ended questions

#### Ability to qualify

- Qualifies quickly and efficiently
- Probes first to determine needs
- Asks all qualifying questions (who, what, when, where, how much?)

#### Ability to present solutions

- Understands the need before speaking
- Qualifies before presenting a demo
- Knows how long a typical interaction should take and tries to adhere
- Is able to talk to multiple visitors at once
- Is able to include new visitors that approach conversation in progress

#### Ability to close and capture

- Articulates closing comments
- Captures some type of commitment for follow-up
- Completes lead forms, including comments

#### Nonverbal skills

- Talks with other staffers rather than watching for visitors
- Eats, sits, uses mobile phone or computer in the exhibit
- Looks professional
- Looks approachable

### B) Use the following checklist to evaluate overall staffing at show

Number of staff       Adequate     Too few       Too many

Was a staffing schedule used       Yes       No



NORTH AMERICAN FARM SHOW  
COUNCIL

# Build a Better Farm Equipment Show

If yes, how well did the schedule work?  Very well  Sufficiently  Not well

Was the booth adequately covered during peak times in attendee flow?

Yes  No

How well did the staff work together?

Very well  Sufficiently  Not well

## General observations/comments

---

---

---

---

---

---

---

---

---

---

Questions?? Contact: Susan Brauer — [susan@marketech360.com](mailto:susan@marketech360.com) — 612.374.6002 (p) 612.805.4190 (c)



marketech, inc - 19 powder hill way - westboro, ma 01581