



NORTH AMERICAN FARM SHOW  
COUNCIL

# Build a Better Farm Equipment Show

## Step Four - Exhibit Staff Selection

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### A) Performance attributes of a successful booth staff member

(Note—if you are not the one who chooses your staff, you can send this checklist to individuals who will be choosing staff members to work your show)

- Necessary product knowledge
- Does not have a personal agenda
- Attended previous shows
- Good mentor for less experienced staff
- Can create valuable leads and follows up afterwards
- Comfortable talking with strangers
- Understands qualification process
- Outgoing and friendly
- Persistent and focused
- Assumes personal responsibility
- Team player
- Goal setter
- Consistently courteous
- Well organized
- Able to listen to visitors and respond accordingly
- Extremely flexible
- Confident speaking one-on-one or to small groups
- Is willing to accept and adhere to a schedule
- Will participate in training/orientation
- Understands importance of role in achieving show goals
- Will spend time greeting and talking with booth visitors—not other staffers

### B) At - show evaluation

(Note - send this evaluation to individual who chooses staff members after the show)

- Attended pre-show orientation (if provided)
- Engaged visitors proactively
- Able to overcome territorial issues
- Introduced themselves before prospecting
- Qualified visitors to determine needs before communicating/demonstrating
- Communicated properly to visitor's needs
- Captured key points on lead forms for future follow up
- Used the lead retrieval system in place for show
- Used promotional materials properly
- Disengaged by thanking the visitor for stopping
- During time in booth did this staffer regularly:
  - Sit down
  - Talk with other staffers
  - Talk on mobile phone
  - Chew gum, eat or drink
  - Wander away from work station
  - Leave the booth
  - Stand behind detail/work stations rather than in front to be more accessible



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Would you recommend this staffer to work this show again?  Yes  No

Why or Why not?

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**C) After the show, send a general thank you to all staff and also send a thank you to their managers for letting them take the time to come and work the show. Reiterate:**

- Show goals and objectives
- The importance of the role the staff as a whole plays in achieving the objectives

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