



NORTH AMERICAN FARM SHOW  
COUNCIL

# Build a Better Farm Equipment Show

## Step Five - Staffing Skills

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### A. Remind staff that at a farm show they have an opportunity to create an event in the mind of every visitor:

- How do you want prospects to feel?
- What do you want prospects to think, know and do?

### B. Make sure staff knows and can communicate key message(s)

- What do you want to make sure every visitor walks away understanding?
- What are your product/service differentiations and benefits (not features)

⇒ Exercise: Have staff write down competitive advantages, product differentiations and key message(s) so they will know how to incorporate them into their communications

### C. Remind staff of the differences of “selling” at a show:

- Usually have about five - eight minutes with potential clients at a show rather than a half hour or more on a traditional sales call
- At a show, you’re most often looking to move to next step in the sales process - not close the sale
- You often need to handle multiple prospects at one time
- Customers are coming to you
- You won’t know what a customer needs until you speak with her/him
- You’ll be working long hours on your feet
- You’ll be part of a team and will need to know what role you play to help reach overall goals and objectives

### D. Teach staff the 4 R’s:

#### Reach Out

- ◇ Be proactive, not reactive
- ◇ Greet and acknowledge all visitors with eye contact, a handshake and/or a smile
- ◇ Engage using open-ended questions i.e. Tell me...
  - \* about your operation...
  - \* what brought you to the show...
  - \* how long do you...
  - \* how do you use...
  - \* what are you looking for in the way of ...

#### Relate - to visitor’s needs and concerns

- ◇ Focus on the visitor first—not your products/services
- ◇ Probe for usage of key core messages
- ◇ Maintain focus - listen more, talk less



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### ❑ Respond to the visitor

- ◇ Resist the urge to “info dump”
- ◇ Keep it two-way
- ◇ Be brief, clear and succinct
- ◇ Think differentiation, specialization, benefits and added value

### ❑ Record and close

- ◇ Treat every lead as if it were your own
- ◇ Take good notes for follow up - examples:
  - \* What do you see as the next step?
  - \* Would you like us to send you more information?
  - \* Do you feel that we can meet your needs?

### **E. Remind staff that they are ambassadors for your company. When people see them at a show, they see your company - Tips to remember:**

- Be up! Be fresh!
- If not on booth duty - be somewhere else (don't distract other staffers)
- Take breaks during slower times
- Drink water - it keeps you hydrated and actually freshens your breath better than mints
- Visit with attendees only
- If you don't know the answer to an attendee's question, it's ok to say, “I don't know, but I'll find someone who can help you.”
- Treat each attendee as though s/he is the first person you've spoken to all day

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