



home is where the art is.

TOPEKA HOME BUILDERS ASSOCIATION
HOME SHOW 2010
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GIVE BETTER ANSWERS to PROSPECTS

Here is some information to pass along to the people staffing your Home Show booth, especially any temporary help. Avoid the first phrase in each pair when show attendees visit your booth; use the second phrase instead:

- “ I don’t know” ----- “Let me find out for you.”
- “We don’t do that.” ----- “Let me see how we can help.”
- “Just a minute. I’ll be right with you.” ----- “Are you able to wait for a minute so I can find someone to help you?”
- “Our policy is ----- ” “In most instances we can...”
- “You have to call ----- ” “We suggest you call...”
- “No.” ----- “We may not be able to, but I’ll be happy to find out.”

STAFF FOR ENTHUSIASM

Research shows as much as 60% of buyers decision is based on the quality of assistance at the home show. Some ways your staff can stand-out-greet visitors with a handshake (Only 8% of exhibitors do); use open-ended question (What prompted your interest?) And take notes when speaking with a guest.

ATTITUDE IS EVERYTHING!

Want a good response from attendees stopping by your booth? Your attitude can make all the difference. Most people still expect what they see to be an indication of what they’ll get, so it’s important to exhibit a friendly confidence to those who make it a point to give your booth a look. One of the easiest ways to scare off a potential customer is to give them the impression you’re not interested in their questions or business. When you consider that you’re essentially competing for attendees’ attention with all the other businesses, it’s easy to see how much of a difference a positive attitude on the part of the people staffing your booth can make.

One of the most effective marketing events is the local home show. When these events are held at an exhibit hall, most visitors to your booth will be quite serious prospects.

SELL YOUR IMAGE

What you are selling at a home show is your company’s image. This is your opportunity to achieve excellent exposure to local homeowners or potential homeowners who want to discreetly shop for a product or service. So when you exhibit at a home show, do it right.

WHAT TO TAKE

To decide what materials are necessary for your booth, you should first determine why you are going to the show. There are many different reasons to exhibit: name recognition, product introduction, keeping up with

the competition. Whatever your reason, be sure everyone staffing your booth knows why your company is there, and what you want to accomplish. This will insure your staff will all be working towards a common goal.

BE PREPARED

When you arrive at the show, you have to be prepared. The following guidelines will help you plan for your booth.

✓ **STAFFING** — Use your most impressive people to work your booth. Specify a dress code and agree on a policy not to smoke or chew gum while working the booth. This requires too much time. You will want to make as many contacts as possible at the show, so make appointments after the show to discuss details with the prospect. Whatever the size of your booth, it's a good idea to work your staff in shifts. Make sure to communicate the prospects from one shift to another so no one will be in the dark about an attendee returning to make a decision or get more information.

✓ **HANDOUTS** — You should be prepared for the volume of handouts you'll need. It's a good idea to target your handouts to specific audiences. For example: provide balloons for kids, inexpensive literature with a coupon for attendees simply passing by, and some type of professional brochure and plenty of business cards for serious inquiries. Business cards are essential because they give attendees a person to call, not just a company. In addition, you may want to specialize some of your literature for the show. Possibly design an attractive lead card for each prospect to fill out. That way you'll know for sure who each prospect is and how to get in touch to follow up. Be sure to provide space on the lead card for the type of project the prospect is planning and when they plan to begin. Remember, you'll probably see more prospects and hand out more literature at the show that you will throughout the entire remainder of the year.

✓ **SIGNAGE** — Don't cut corners or expenses when you create your banner or sign with your company name on it. The way the prospects remember your company will have a lot to do with their image of your company. Unless the show area is unusually bright, you should go to the additional expense of spotlighting your company name.

✓ **DRAWING BOXES/GIVEAWAYS** — Drawing boxes are not appropriate for every type of company. To determine if a giveaway would be beneficial to your company, first decide who you need names from and make your giveaway appropriate to that audience only. If you're trying to promote a new product that is not a point of sale purchase (i.e., a fireplace) offering free installation as a giveaway would be an excellent way to use a drawing box to your advantage because those signing up for the free installation would most likely be considering adding a fireplace to their home. In a case like this, a drawing box would help the company define its prospects. The drawing cards could be coded for follow-up purposes which saves a company both time and money.



Some time during the show, take a moment to walk around. Besides getting an idea of what the competition is doing, it may give you ideas for next year's booth!

The real payoff begins after the show is over. Prospects who filled out your lead card will have shopped your competitor's booth too, so follow-up with a mailing the day following the show. Quick follow-up is a sign of the kind of professionalism the prospects can expect when they select your company to do their work.

Immediately following the show - while it's still fresh in everyone's mind - hold a de-briefing session. Discuss what you wish you had done differently, what worked and what didn't work. Make good notes so you'll be prepared to improve your performance at the next show you attend.