



Tip 5: Converting Interactions To Sales

Exhibitions provide a great opportunity for sellers (like you) to have face-to-face interactions with large numbers of potential buyers for your products or services. We want to make sure you take the best advantage of these conversations so they turn into sales.

To maximise a good ROI at an exhibition, your sales team needs to find the balance between selling too hard and not selling at all. Sometimes the reason why prospects are turned off is the salesperson's approach: most people don't respond very well when confronted with overbearing and pushy salespeople at events. (source: blog.cebit.com.au)

To help you score quality leads and for more information converting interactions to sales, blog.cebit.com.au has some great ideas. Their top 3 suggestions to nail the sale at your exhibitor booth are:

1. Look the part

Whether this is a dress code for your team, or even coordinated outfits, first impressions count.

2. Prepare for the part

Plan your sales approach ahead of time, have the right marketing material handy and answers to common questions top of mind, but don't forget to be human.

3. Play the part

Everyone is a potential customer or purchase influencer, so value all comers and build rapport.