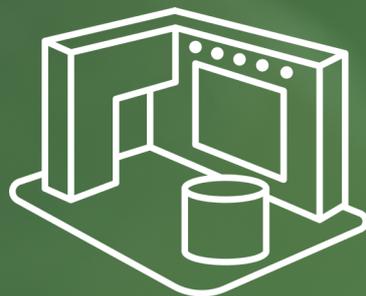


5 Conversation Starters You Can Use at Your Next Exhibition

A handy guide to making the most out of your exhibition.



Breaking the Ice...

Have you ever had trouble breaking the ice with visitors when exhibiting? With so much going on at a trade show, it can be tricky to get people to stop at your stand to see what your business is all about. Murmuring a simple "Hello, how are you?" or "Can I help you today?" as visitors pass by usually won't cut it.

In this guide, take a look at these pre-planned conversation starters that you can use to encourage visitors to stop and talk to you. Each one is an open-ended question, designed to make the visitor converse with you, rather than avoid eye contact, hence shutting you down.

What brings you to the show today?

It's a simple question, but one that is effective. It's not easy to give a bland "no" or "yes" to, and it would be pretty rude just to ignore you.

The beauty of this question is that you'll be able to find out what the visitor is looking for at the show, therefore giving you a way to quickly qualify them as a possible lead (or not). If they could benefit from your products or services, you can then explain what your company does, or move them on their way if you can't help them.

What do you do?

Asking trade show visitors about their job role can not only get them talking but also help you to identify them as a potential lead. You'll also get an idea as to whether or not they are a vital decision maker in their organisation.

How are you finding the show so far / what seminars have you attended?

This question allows you to sound out what the visitor is interested in and also gives you an idea of what challenges they may face that your business could potentially help address.

What do you know about our company?

The visitor may know absolutely nothing about your business, in which case you can give them an overview and ask follow-up questions based on their needs. Should the visitor already know about your offering, you can use this as a way of collecting feedback and opinions about your product or service, as well as possibly upselling to them if they have purchased from you before.



“The visitor may know absolutely nothing about your business.”

**Where have
you travelled
from today /
what was the
traffic like
getting here?**

A personal question can often make a person feel like they can connect with you. This one is innocent enough and might give you some useful insights if you sell products or services locally, regionally or nationally.

Following up your opener

Once you've delivered the hook and conversation is starting to flow, your next step is to try to turn leads into sales. You could perhaps ask visitors if they'd like to see a demo of your product or sit down to discuss their requirements further.

When the visitor exits your stand, make sure you've captured their details so you can follow-up back at the office. Suggest they take away a business card or some literature that they can look at again later.

And finally...

Utilise your stand well

Open-ended questions can work well to help you break the ice with trade show visitors. Don't forget though, to bring freebies and other elements of your stand into play to encourage interaction.

For example, enter visitors into your prize draw if you're running one, or ask them to take part in a short survey that you can analyse the results of after the show.

Giveaways serve a purpose – they are an attention grabber, so use them to your advantage!

