



The Value of Professional Engagers

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Q: I want to raise the number of qualified leads at my tradeshow so my Sales Reps maximize their time in the booth. What can I do?

A: You should explore using Professional Engagers to quickly and accurately qualify attendees.

The responsibility to accomplish these goals falls to the onsite booth staff.

Exhibiting at tradeshow continues to be an effective way to strengthen current customer relationships, initiate new ones, and fill the sales funnel with qualified leads.

The responsibility to accomplish these goals falls to the onsite booth staff. They are the company's front line on the show floor and can make or break the entire program.

Exhibits are staffed, in general, with two types of people; those who manage the exhibit (I&D, scheduling, etc.), and others who interact with, and sell to, attendees (sales and marketing reps). This staffing plan appears reasonable. Reality, however, is often extremely different. Engaging & qualifying attendees on a show floor must be accomplished in record time ... often, in less than a minute. Therefore, it's always a good idea to bring in a few "hired guns" who are specifically trained and experienced to intercept, engage, and qualify attendees quickly and accurately.

Let's examine some of the other challenges a tradeshow floor offers:

Distracted Attendees: When attendees visit a show floor, they often have a plan in mind of the exhibits they wish to visit. This makes intercepting them in the aisles, capturing their attention, and immersing them in your brand a true challenge.

Job Demands: Onsite client meetings often pull sales reps into lengthy (albeit important) conversations that take them away from the booth, or off the floor altogether. This means that

they are not available to engage new attendees and identify new sales opportunities ... the primary reason they attended the show.

Personal Preferences: Sales Reps often have established territories or geographical regions that fall under their purview, and may have a myopic view of attendees visiting their exhibit.

Mismanaged Time: When reps do engage new attendees, their interactions are often too lengthy ... when measured in “tradeshow time.” Time spent talking with unqualified attendees cannot be reclaimed.

This list of challenges is not finite, but their results are universal; companies return home without the number of qualified leads they wanted. This causes them to devalue the role tradeshow play in their marketing mix, reduce their budgets, and often, eliminate tradeshow from their schedule altogether. They may also decide to downsize the internal staff who manages them.

The solution is surprisingly straightforward: Professional Engagers.

Who are Professional Engagers

Professional Engagers are specially-trained and highly experienced communication specialists who create a steady flow of qualified leads into your exhibit, and connect them with your sales reps for detailed sales conversations.

Let’s examine their attributes in more detail:

Service Mentality: Professional Engagers have Type A personalities, and their primary motivator is to serve the client. They have no “skin in the game” and are fearless at capturing attendee’s attention in the aisles and holding it. Tradeshow floors are hectic, loud, visually cluttered worlds, and it takes a unique talent to cut through that clutter and have an impact.

Skillful Qualifiers: Professional Engagers arm themselves with predetermined qualifying parameters, including, but not limited to, general ones like badge color or job title; as well as specific ones like company size or focus, individual challenges and needs, etc. Professional Engagers use all of these criteria to quickly and accurately determine whether or not an attendee is “qualified.”

Expert Conduits: If an attendee is qualified, the Professional Engager walks them into the booth and personally hands them off to a rep, providing the rep with a high-level overview of the attendee’s needs e.g. “Jenny, this is Carl. Carl owns a mid-sized Diabetic Testing Lab in Virginia, and is looking to maximize his patient outreach as well as lower his overall IT costs.” This “personal hand-off” reflects well on the exhibiting company and serves to increase an attendee’s dwell time in the exhibit.

Metrics Maximizers: Once a Professional Engager identifies a qualified lead, they can initiate the metrics process. The leads generated from a show, subsequently, will contain a significantly higher percentage of qualified ones as opposed to a long list of sketchy, unqualified information gleaned from random badge swipes. When the quality of leads is maximized, post-show follow-up is maximized.

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Professional Engagers enable sales reps to do what they do best ... interact with qualified leads.

Indefatigable: Working a tradeshow floor is job #1 for a Professional Engager. They know how to pace themselves, and have developed the stamina it takes to make their last engagement on the last day of a show as energetic and focused as their first engagement on the first day of the show.

Most important, Professional Engagers enable sales reps to do what they do best ... interact with qualified leads.

In fact, when Professional Engagers are deployed in a tradeshow booth, internal surveys indicate that reps begin looking forward to working in the exhibit because they know that the heavy lifting of initial attendee engagement & qualification has been removed from their shoulders.

Also, Professional Engagers greatly increase booth traffic, which reflects well on the brand and builds positive word-of-mouth across the show floor.

Conclusion

Businesses everywhere benefit from an intelligent division of labor, and when a challenge arises that falls outside the skill set of internal staff, successful companies bring in an outside resource to solve that challenge quickly and cost-effectively.

Companies that support their booth staff with Professional Engagers see immediate results; their sales rep's time is optimized, their prospects and customers receive VIP treatment, and most important, their sales funnel is filled with a larger percentage of qualified leads. area of the booth is designated as the "Demo Theater," and internal product experts are scheduled to administer the demo at intervals throughout the show.