

Motivating audiences to action

The scene is set.

Your booth is packed
with prospects.

They seem interested
in what you have.

How do you turn that
interest into action?

ready

DECIDE WHAT YOU WANT

You'll never get what you want if you don't ask for it. Pre-show, determine what you want target audiences to do and why. Be as specific as possible. Do you want them to agree to...

- Scan their badge
- Receive product literature
- Attend your in-booth theater presentation
- Have a company rep call them
- Schedule a post-show meeting
- Or something else

64%
of attendees are
not customers of
the companies'
exhibits they visited.

— EXHIBIT SURVEYS TRADE
SHOW BENCHMARKS 2016

38% of attendees stated that visiting exhibits influences purchase intent

set PREPARE FOR ENGAGEMENT

Always begin the engagement with an open-ended question. It could be something as simple as, "What are you looking for?" Anything that requires more than a simple yes or no answer.

Once you get them talking...

1. Identify their needs. Use open-ended questions here too. Don't try to rush things. Allow the conversation to unfold naturally and try to make a real connection.

2. Determine their purchase plans. Find out if they are a high- or low-priority prospect. And have a pre-approved plan for how you treat each. This plan may involve a combination of company and professional personnel.

3. Focus on helping prospects not closing sales. If you start selling, they'll start walking. Keep them engaged by focusing on their priorities. Keep the conversation *customer-* versus *product-* centric.

On a lifetime value basis, emotionally connected customers are more than twice as valuable as highly satisfied customers.

— HARVARD BUSINESS REVIEW, ALAN ZOROASTER AND DANIEL LEEMON

action SHOW IT, DON'T SAY IT

Engaging brand and product experiences have the power to make lasting emotional connections. When someone feels something or observes someone else having positive feelings, they are more likely to take desired actions. Here are some best practice recommendations for facilitating emotionally-fueled experiences.

- Crowds attract crowds
- Fun, unexpected group experiences fuel positive emotions
- Audience-involving technologies can make your story more memorable
- Experiences grounded in your brand and business stories pay the highest dividends



People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— MAYA ANGELOU,
AMERICAN AUTHOR
AND POET

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 getsynchronicity.com

 815.464.1252