

NACS Show Exhibitor Webinar

Mystery Shopper Insights: Tips & Tricks for Experienced Exhibitors



Presented by Keith Reznick
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Mystery Shopper Insights: Tips & Tricks for Experienced Exhibitors

Objectives

- Review mystery shopper key findings
- Suggest strategies and approaches that will enable you and your associates to:
 - Build on your business & NACS Show experience;
 - Enhance the value of each interaction your exhibit workers have with prospects and customers; and
 - Incrementally improve the return on your efforts and investment in the NACS Show 2010

Background

- CTS instructors have trained 40,000+ people:
 - Exhibit workers
 - Professional sales representatives
- Mystery Shopper Teams at the NACS Show 2007, 2008 & 2009
- 2009 team of six mystery shoppers:
 - 3 in role as attendees interacted with exhibit workers
 - 2 conducted retailer exhibit exit interviews
 - 1 provided feedback on exhibit layout, workflow; signage; etc.
- Created and used criteria for evaluation:
 - Observable
 - Objective

Key Findings – Pre-Show

- The number of pre show promotions received (38) increased dramatically (between 2008 and 2009)
- Exhibitors that conduct a pre show campaign raise the quality of audience attracted to their booths — by 46%*.
- Conversion of booth visitors to qualified leads rose 50% when a pre show promotion was used*.
- 75% of today's attendees come to an exhibition with an agenda*.

WHO ATTENDS THE NACS SHOW



* CEIR estimate

Send pre-show promotion(s) to target audience to get on their 'must see company/exhibit' list.

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Key Findings – Exhibit Workers

- 85% of an exhibitor's success is dependent upon the performance of the booth staff.

Key Findings – Retailer Perceptions

Question 11: What additional comments would you like to make about the booth, its staff and/or your overall experience?

- *Was very favorably impressed by the person they spoke with.*
- *Nice set-up, but attendant should have had been more attentive; limited interaction.*
- *People were easy to speak with & interested in helping me with my specific needs.*
- *Thought display was better/more professional than competitors; made good impression.*
- *Should have more people in the booth for attendees to speak with.*
- *...will have short list of suppliers after show ends; will have additional meetings with those companies before final decision is made.*
- *Friendly people, good product.*
- *Good set-up, good explanations.*
- *They had the right people in their booth compared to some of their competitors. He felt important even though he doesn't have as many stores as other attendees.*

The majority of responses to Question 11 highlight the importance of exhibit workers with regard to influencing attendees' perceptions.

- Mystery shoppers were greeted by exhibit workers in less than half the exhibits we visited
- Exhibit is your place of business on the show floor:
 - Greet attendees the same way you would if:
 - They came to your headquarters or a sales office
 - You were meeting for coffee, a meal or a drink after work

The three most frequently asked questions were:

- "Can I help you?"
- "May I help you?"
- "Can I help you find something?"

Our most frequent responses were:

- "Thanks...just looking."
- "What are you sampling?"
- "What are you giving away?"

**Greet Attendee and Introduce Yourself
Ask Open-Ended Questions**

- "Thanks for stopping by. My name is _____. I am a (role) with our company."
- "I see you're with (company name). What do you do?"
- "How can I make your visit to our exhibit of value to you?"

Ask Open-Ended Questions to Identify Each Attendee 's Interests and the Sales Opportunity

- Ask open ended questions *before* delivering a product or corporate presentation.
- Doing so will help you develop a basic understanding of each attendee's specific:
 - Reasons for attending NACS and visiting the booth;
 - Specific areas of interest or concern;
 - Business goals, challenges, opportunities and needs;
 - Locations, types of customers and lines or products currently being sold; and
 - Level of technical understanding (as appropriate).

Sample Open Ended Questions:

- What's most important to you when you select a new product or line or supplier?
- Where do you see opportunities for us to work together?
- Why did you make that change?
- What are your plans for staying ahead of your competition?
- What competitive pressures are affecting your business?
- What specific challenges are you trying to overcome?
- Where are you planning your next expansion?
- What are some of your long term goals?
- How do you see the future of...?
- What complaints do you hear from customers most often?

Key Findings – Exhibit Workers

- Exhibit workers asked mystery shoppers:
 - Qualifying questions less than 20% of the time
 - If they could scan our badges less than 50% of the time

***80% of tradeshow leads are not followed-up.**

Capture Attendee Information

Key Findings – Retailer Perceptions

Question 10: How will your visit to this booth impact what you carry in your stores?

- *Already carry products in our stores. We obtained information about new products.*
- *Will follow-up after show. Have to see if there is enough information on product and display that would intrigue consumers into purchasing.*
- *Will follow-up with local rep to further discuss new products.*
- *Won't make any decisions today...may in the future based on today's conversation.*
- *No impact; didn't learn anything to motivate him to carry any of their products.*
- *Will have impact once questions get answered...now have a line of communication.*
- *Must analyze first, but will consider.*
- *Yes, will add new products and increase their already existing line.*
- *Limited impact – already knew about new products/pleased questions got answered.*

The majority of responses to Question 10 highlight the importance of post-show follow-up (and, by implication, the importance of scanning attendees' badges).

Create a Follow-Up Strategy/Plan

- Discuss best information to capture with people who follow up (i.e. goals/needs; timing; competition; etc.)
 - Badge scan is demographic information
 - Create and use form/tools to capture information
- Discuss plans for post show follow up so exhibit workers can establish realistic expectations
- Incentives/accountability
- Use a Web site for follow up:
 - Incent attendees
 - Track results

Key Findings – Retailer Perceptions

- 3% (5) Less favorable than before the show
- 51% (74) The same before the show
- 45% (64) More favorable than before the show

Key Observation:

- Most reasons provided for “less favorable” and “more favorable” referred to booth workers.
- Most reasons provided for “the same” refer to products.

Influencing Perceptions

Information and Behavior



Perception



Attitude



Behavior

The NACS Show provides you
with the opportunity to ensure
that marketplace perceptions are:
Updated & Accurate

*"I didn't know you
offered that...I wish I had."*

Key Findings – Influencing Perceptions: Exhibit Observations

- Speak *directly* to your target audience...graphics should convey:
 - You understand your target audience; and
 - Have the products or services they're looking for.
- Invest time into what your booth design conveys (and what you want it to convey) about the company *whether an attendee visits the exhibit or not*.
- Lighting effects can be striking and not too expensive when done thoughtfully.
- Design to ensure a clear line of site from anywhere to everywhere in the exhibit.
- Instead of using many small logos, use a few larger logos to attract attention.
- Align design elements with key messages, promotions and in booth activities.
- Unify branding. Define (or clarify) a key message or messages and develop an exhibit to support it.

Questions Many Exhibit Workers Had Trouble With:

- "What's new at (company name)?"
- "Why would we carry your line as compared to (competitor's name) line?"
- "How do I get a better price?"
- "I'm new to the convenience store industry – is this a big market for your company?"
- "Are you the right person to talk to about getting a problem resolved?"

Key Findings – Influencing Perceptions: Do's

- Incent exhibit workers with levels of rewards
- Accountability is key
- Make sure your exhibit workers can communicate with:
 - Attendees from a wide variety of roles and responsibilities
 - Attendees at all levels of the customer organization

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Key Findings – Influencing Perceptions: Don'ts

- Don't visually scan my badge and then ignore me
- Don't try to scan my badge without asking me for permission to do so
- Don't talk to your associates
- Don't convey you have more important things to do

Summary

“Every time a customer comes in contact with your company, you have an opportunity to create value. Capitalize on that opportunity and you win. Waste it and you lose.”

Tom Connellan, author

Inside the Magic Kingdom: Disney's Seven Secrets to Success

About Your Presenter: Keith Reznick



Keith Reznick, President of Creative Training Solutions, was awarded the 2009 Trade Show Exhibitors Association's President's Award for the ongoing contribution he has made providing quality exhibitor and sales training programs to exhibitors and industry suppliers over the past twenty years.

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Creative Training Solutions

Creative Training Solutions provides consulting and coaching services and designs, develops and delivers live and online training programs. Since 1989 we have conducted more than 2,000 workshops and trained more than 40,000 people how to:

- ◆ Be more effective communicators; and
- ◆ Build better business relationships (at all levels of the customer organization or chain of command) both on and off the show floor.

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