

## Trade Show Sales Tips

1. Greet your customers quickly and with meaningful dialogue.  
(please don't use "Can I help you" or similar greetings)
2. Take an active role in the sales process.
3. Learn to talk about your products and articulate their benefits.
4. Project energy and enthusiasm about your business.
5. Treat your customers as individuals.
6. Be patient with your customer, help them make up their minds.
7. Do not sit down, keep busy with appropriate tasks.
8. Make and keep eye contact with your customers.
9. Use your hands when you sell.
10. If people are asking you if you take credit card, get a merchant account.
11. Never say 'thank you' to a customer until the sale has been made.
12. Concentrate on what works, and have fun!

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