

# August 2014 | Exhibition Guru

## EXHIBITIPS August 2014

### 10 Reasons Exhibitors Fail

As humans, when we are unsuccessful we have a tendency to blame it on something or someone else.

Successful exhibitors plan for their success and are prepared to adapt and adopt as they go along, but some exhibitors think they know it all and it's quite often the simplest things that bring them undone.

This month I'd like to share what I see are the top 10 reasons why SOME exhibitors FAIL. Bear in mind there can be other external factors as well.

DID YOU KNOW...

1. Failure to set goals/objectives or when they do they are unrealistic.
2. Overselling and not listening. 80% of the time should be spent listening to clients.
3. Not matching the benefit to the client's needs. All products and services have features but clients only want to know how it will help solve their need.
4. Being arrogant or being a complete know-it-all, no planning or training.
5. Frightening show attendees! Tracking people down the aisles forcing them away. The opposite of arrogance.
6. Making assumptions – another form of arrogance comes from prejudging people.
7. Not having a focus on the benefits of why buyers should buy from you.
8. Having staff on the stand who haven't been trained properly.
9. Just assuming people will magically turn up and not inviting any of them.  $\frac{3}{4}$  of them have a pre determined notion of who they will visit!

**10.** Blaming the organisers, the government, the weather, the product, demos, attitude of visitors – anyone for not being successful. And some of this affects results!

See you on the floor.