

## 5 Tips to Create a Great Booth Pitch that Engages Attendees

In creating your trade show pitch, remember to be clear and concise. Giving direct information is more impressive than using high-IQ industry jargon and meaningless fillers. Show enthusiasm in what you're selling, and don't try to wing it. Instead, follow the tips below to plan out your pitch and remember to rehearse it from start to finish so that you may edit and tweak where needed:

- 1) Remember the three W's—Who, What, Why.** Identifying these fundamentals beforehand will help to ensure you get the right information across to your prospect. **What** do you do or **what** are you selling; **who** is your market or for **whom** do you do it; **why** are you special or **why** should your prospect care?
- 2) Make the first 30 seconds count—**Expect your prospect's attention span to begin drifting after the first 30 seconds. Therefore, put the most vital information at the forefront when they're most engaged to inform them of what you have to offer and increase your chances of keeping their interest.
- 3) Engage through questions—**Ask a question or two to uncover and better understand problems relevant to your prospects. Keep them engaged and involved in the conversation. The more involved they are, the more attention they'll give you. Taking the extra step of learning what they're in need of will also help with the next step (below).
- 4) Paint a picture—**Think of a plausible scenario and use it to create a visual of why your product/service is relevant and how it can solve an issue. A long, intricate story isn't necessary, but providing a concrete example of the need for your product will give attendees the opportunity to picture and understand the benefits of what you have to offer.
- 5) Close with a call-to-action—**End your pitch by exchanging information and making a request to your attendees. Give them your business card and remember to get their contact details as well, should you need to pass along extra information or copies of demonstrations. Your pitch is only good if your prospect knows how to get in contact with your company after—and if they have the necessary information needed to bring back to their team.



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