

## Online Trade Fair Etiquette

General rule

“Be professional”

### You are a seller?

#### 1 Connect in due time to the videoconference and do the latest checks.

##### 1.1 Be prepared and organised

Make sure you have the trade show materials right at hand. Open all programs and files (Tradefair Point of Sale, web shop, promo) so all you have to do is click on them.

##### 1.2 Do you know the means of payment?

To complete the sale, it is important that you are aware of the common payment options during a trade show. To avoid the customer having a payment option that is unfamiliar to you, check the options well in advance (see FAQ).

##### 1.3 Last technical Background noise

Avoid distracting noises. Microphones may or may not be muted as you enter each session. If you are not speaking, try to remain muted to ensure that you do not interrupt a sales transaction.

Use a headset yourself as much as possible so that any sounds that may be around you are somewhat muffled that way and you can continue to understand the customer clearly.

# BELFAIR 2021

ORGANISED BY COFEP

## 1.4 Checks

Take the time to check your internet connection, camera and headset.

## 2 Receive your customers in a professional way

Wear business casual clothes and frame the camera correctly.

Customer is king: receive him accordingly and use your best communication skills to address him/her correctly and convey everything clearly. Pinning on a badge can also provide clarity.

## 3 Waiting rooms

If someone can connect just before the start time, provide a waiting room. Of course the waiting time should be kept to a minimum, making someone wait is not always ideal.

## 4 Focus on the customer, avoid distracting factors

### 4.1 One-on-one with the customer

When the customer is in contact with you, it is not the intention that other people can enter the same meeting or room. Once you let the customer into the meeting, switch 100% to sales mode and handle the entire contact with a great deal of respect.

### 4.2 Gebruik Breakout Rooms

By using Breakout Rooms (or separate meetings) you have in that space the full attention of and for the customer. Pay full attention to the customer and inform him clearly about the range, conditions, promotions, ...

Do not assume in this phase that the customer already knows in advance what he/she will buy, so listen to what you can do for the customer and build up the contact

### 4.3 The chat can clarify

To avoid misunderstanding names of customers / companies, links to web shops, ... and those errors cause problems afterwards you can (have) them noted in the chat window.

## 5 The evaluation of the customer

After the visit, the customer can write down feedback about your company. The list of visitors and their feedback can be requested after the fair.

This information can be very instructive for the company because you see:

- what visitors thought about the company: positive / negative / tips
- who visited the fair: were you able to help everyone, did they all place an order?

## Are you a customer?

### 1 Prepare yourself

#### 1.1 Be prepared

2 weeks before the fair, you can request the list of exhibitors. See which companies you definitely want to visit and when they will be open. If necessary, make a schedule for yourself so that your trade show visit will be efficient.

#### 1.2 Last technical checks

Take the time to check your internet connection, camera and headset.

### 2 Focus on the seller, avoid distracting factors

#### 2.1 Background noise

Avoid distracting noises. Microphones may or may not be muted as you enter each session. If you are not speaking, try to remain muted to ensure that you do not interrupt a sales transaction.

Use a headset yourself as much as possible so that any sounds that may be around you are somewhat muffled that way and you can continue to understand the customer clearly.

## 2.2 Use Breakout rooms

In order to make the conversation as smooth as possible, you will often be assigned to a particular vendor through the front desk.

Typically, you will see a message on your screen telling you to go to a separate Breakout Room.

Some companies also place in the chat window a new link to a separate meeting where you can talk 1 on 1 with a salesperson.

In this separate room, let the salesperson speak and be open to what they have to offer!

## 3 The chat can clarify

To avoid understanding wrong info, the chat window can serve to pass your name, your email address, ...

## 4 Your evaluation

After the visit, you as a visitor will receive an invitation to rate your contact at the company:

Be sure to do this because this information can be instructive for the exhibitors because you will see there

- what visitors thought about the company: positive / negative / tips
- who visited: were you able to help everyone, did they all place an order?