



## **Improved Exhibitor Retention and Sales Through Great Customer Service**

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"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." ... Sam Walton

"Treat every customer as if they sign your paycheck ... because they do."... Unknown

### **Customer Service Quiz**

**Question 1:** An exhibitor has a toothache and has to leave the show to go to the dentist. As Show Management you:

- a. Fine him and take away his company's priority points for leaving his booth un-staffed during show hours.
- b. Do nothing. (Ignore it.) The exhibitor doesn't get fined for leaving the booth unattended.
- c. Send over a show management temp to hand out brochures for the 2 hours he's gone.

**Question 2:** You have a long time (small) exhibitor going through a cash flow situation. Your organization:

- a. Tells them that if they don't pay according to the contract, the booth they've occupied for the last 10 years is no longer theirs. When they pay for the booth in full, they can select a new booth from inventory.
- b. Allow them to make monthly (or quarterly) installments.

**Question 3:**

An Exhibitor with an End Cap has built her booth across the whole 20' and 10' high, against show display regulations.

Per your organization's *modes operandi*, no one was on the show floor during move in to inform her (as the booth was being built) that she is building against the rules and regulations of the show.

*As Show Management, you:*

- A. You leave a VIOLATION NOTICE at her booth in the evening after move in has finished notifying her that she is in violation of the rules and must fix the booth before show opens.
- B. You had staff on the show floor and let her know she was in violation as the booth was being built and offered suggestions to remedy the problem.
- c. Your show either never sells end caps or doesn't have that display rule in your show rules and regulations. There is no problem

### What is the type of “Community” feeling prevalent at your show?

- a. It's the Exhibitors united against THE ENEMY (Show Mgmt. & Suppliers) who the clients believe are out get as much money as possible with doing the least amount possible.
  - b. Show Management/Suppliers against the Exhibitors
  - c. Exhibitors and Show Management/ Suppliers all working together to create something special... a “win-win” situation
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## The concept of customer service

Customer service is an organization's ability to supply their customers' wants and needs.

**“You will be judged by what you do, not what you say.”**

Excellent customer service is the ability of an organization to **constantly** and **consistently exceed** the customer's expectations.

Accepting this definition means expanding our thinking about customer service; if we're going to *consistently exceed customers' expectations*, we have to recognize that every aspect of our business has an impact on customer service, not just those aspects of our business that involve face-to-face customer contact or bringing in the buyers (although bringing in the buyers does help improve an exhibitor's mood when they've had a move-in experience...)

What do you call “customer service” from the customer's perspective?

**Answer: Customer Satisfaction.**

**Customer Service is provider defined rather than customer defined, where customer satisfaction *must always* be defined by the customer.**

### Group exercise:

What was the *best customer experience* you ever had?

Name 3 traits or examples of what the person giving you the service exhibited

- a.
- b.
- c.

Some answers:

1. Some of the traits include: The person Smiled
2. Made eye contact
3. LISTENED
4. Acted like they cared about my issue

5. Followed through when they said they would,
6. Built rapport, Took responsibility for fixing a problem (regardless of whether or not it was not their fault)
7. Problem was solved when they said it would be!

**2. What was the *worst customer service* experience you ever had?**

Name 3 traits or examples of what the person giving you the service exhibited:

- a.
- b.
- c.

Some answers:

1. Clearly did NOT care - Indifferent
2. No eye contact
3. Frowning
4. Didn't follow up as promised
5. Wouldn't help
6. Did NOT listen
7. Situation was never resolved in a timely fashion

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**What exhibitors think:**

**Customers perceive a series of interactions with your organization and offerings as *one cohesive experience*.** Customers don't care whether behind the scenes; your business is spread out all over the world, or whether individual departments consist of contractors or employees, earthlings or aliens. Whenever customers call representatives, for example, they expect them to know all about the products available for their particular show.

So, if there is any type of communication disconnect, you might be able to explain it to yourself and fellow co-workers, but there is no logical explanation for it in your customer's mind.

This means that there are a lot of places for things to go wrong in throughout the entire process and **the clients don't care what department or company made the mistake.**

***How do you provide customer service within your organization and to your suppliers?***

- Are you a team?
- Do you treat your suppliers with respect?
- Or not?
- If your suppliers were to assign a grade based upon the customer service they receive from your organization, what grade would your group receive?

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**Tips for outstanding exhibitor customer service:  
BEFORE THE SHOW:**

1. Do you offer package space for small or new exhibitors? STOP the nickel and diming!

2. Price your booths so that it's cheaper to buy 2 together than 2 at the individual 10x10 price?
3. Before the show, how much time should elapse before you answer exhibitors:
  - a. emails
  - b. phone calls
  - c. suppliers calls
4. Calling new exhibitors and going through not only the exhibitor manual but also all of the marketing opportunities they can take advantage of - paid and free.
  - A. Do you have a package for marketing ops? (for before, during and after the show)
    1. Sample small exhibitor package: 1/4 page ad in show directory or show daily, 100 names from the pre-registration list before the show, link on the website, show special coupon in the show special coupon book, lead retrieval machine
5. Do not allow anyone within your organization to use the phrase: "my boss said". EVER. Infrequent use of the word(s) "No", "I can't do that", "You'll have to" and the ever popular "We don't do that" should also be permanently eliminated from everyone's vocabulary!

<b>Negative Trigger Phrases</b>	<b>Positive Trigger Phrases</b>
The words: Problem, Issue, and NO	Challenge
What do you want?	What is the nature of the problem?
I'll get to you in a minute.	The best option in this situation is (fill in the blank).
Why did you do that? Are you THAT clueless?	There must have been a miscommunication.
The ONLY thing you can do is (fill in the blank).	What I can do is (fill in the blank).
That's not what you said.	How can I help?
I can't do what you want.	That's a good question let me find out.
Blow it off.	I appreciate the input
I don't know	I will verify the cost
I assumed	
That's not my job	
That was ----- fault	
There will be an additional charges	