



video arts™

'HOW NOT TO EXHIBIT YOURSELF'

Selling in Practice Number 2

A Video Arts Video

DISCUSSION LEADERS GUIDE



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HOW TO USE THIS VIDEO AND THIS GUIDE



1. USING THE VIDEO

The primary purpose of this video is to make salesmen realise that manning an exhibition stand is a specialist technique: sales experience and common sense are not enough on their own.

This purpose can be achieved simply by showing the video once.

But you can achieve more than this. It is in the nature of a good video (and one of its strengths) that when you first see it you are chiefly concerned to see what is going to happen next. Once you have seen it through, and resolved your suspense, you notice many more informative points next time through.

If, therefore, the audience sees the video a second time they will come away with a much firmer grasp of the main principles and techniques of selling from an exhibition stand. So there is a great deal of extra value in running the video twice, and asking the audience in your introduction to the second showing to watch out for particular points that you believe to be the most important for them.

However, to get the greatest value of all, the two showings should be followed by a discussion: this is particularly important if members of the viewing group are about to go off and man an exhibition stand themselves. A discussion will enable them to work out for themselves how to apply the principles and techniques they have just been watching to their own stand and their own products when they are in the exhibition.

The purpose of this guide is to help you to relate the lessons of the video to the needs of your own staff.

2. PREPARING FOR THE DISCUSSION

You will find it much easier to get a good discussion going if you have familiarised yourself with the structure of the video. To do this you will need to view the video privately at least once – preferably twice – and read Section II of this guide.

You will realise that although superficially the video proceeds simply as an intriguing and amusing story, it is in fact very carefully structured to bring out the most important points about selling in exhibitions. The central device of the story – the destruction of the company's effort simply by withholding from the stand staff certain crucial advice and warnings – is the central truth about exhibition selling: that good-will, common sense and sales experience simply are not enough on their own.

As you watch the video and read Section II, you will probably want to make notes. You will almost certainly find that they fit into one of the five areas of Section III.

3. CONDUCTING THE DISCUSSION

Obviously, the success of the discussion depends on how many points the group members come up with on their own volition. But the additional notes, and the ones you have made yourself, will help you to keep it stoked up and ensure that all the main points are raised.

It is important not to let the discussion wander off on to exhibitions in general, or subjects like stand design or staffing, which are too late to do anything about or outside the group's control. (Of course, if important practical points arise they should be noted and referred to management). The focus of the discussion should be their own behaviour, their role, and the increasing of their sales effectiveness for the duration of the exhibition: the subject of the discussion is what they can do, not what other people ought to do.

4. SUMMARISING

At the end of the session you can summarise by using Webster's check list, which is reproduced in Section IV of this guide. You can read the headlines, and see how many of the examples they can recall.

One further valuable reinforcement of the lessons in the video (particularly if you have only been able to run it once) is to show it again at the end of the first day of the actual exhibition, or just before the start of the second day, when the staff have amassed some personal experience to bring to it. It is well worth the effort to get hold of a projector to use at the exhibition itself; you will find it puts the lessons in a new perspective.

5. FURTHER TRAINING

If you wish to give further training to your staff, you will find the Video Arts "*Customer Relations In Practice*" series an invaluable training aid for exhibitions. Nos. 3 and 4 in particular, "*Awkward Customers*" and "*More Awkward Customers*" give a great deal of insight and guidance on the problems of dealing successfully with the six most frequent types of problem customer.