

2020 Seattle Boat Show

Best Foot Forward Guidelines

BOOTH RECOMMENDATIONS AND REQUIREMENTS

- Look sharp in appearance and dress. We are recommending navy/light blue or white polo shirts or shirts/blouses; navy/khaki pants/slacks/skirt.
- Wear your squadron or district name tag.
- Red VSC life jackets are available – wearing is optional.
- Be active:
 - ❖ Make eye contact
 - ❖ Ask open questions (one that cannot be answered “yes” or “no”)
 - ❖ Talk first. “Hi, how do you like the show?” or “What is the favorite thing you have seen?”
 - ❖ Shake hands, greet enthusiastically (Looking the person in the eye) – **don’t crush the hand of smaller individuals**
- They walked into our booth so engage them – become their friend by talking about them, not USPS or you.

We are not professional sales or marketing people – we want to sell them on what we love – Boating!

**NMTA show rule is stay within our booth and not in the aisle recruiting individuals
(or be so loud as to disturb neighboring booths)**

WHY IS THIS INFORMATION IMPORTANT AND NECESSARY?

- You don’t get a second chance to make a first impression
- We want people to see us as professionals
- In the eyes of the customer, you are USPS | America’s Boating Club! (All 35,000 members rolled-up in one)

WHAT DO WE HAVE TO OFFER?

- Mini Teaching Aids to be better, skilled, knowledgeable boaters
- Hands on Training
- Our boating experiences and the great times we have boating

THINGS TO REMEMBER

- If you’re in the booth, you’re on duty
- Eating should be done away from the booth, bottled water should be out of sight
- Chairs are available, please stand if able, to greet a booth visitor
- Face the aisle; have a smile on your face; be friendly
- You are either engaged, OR standing by waiting for a “customer”/new member
- If you wish to visit with a friend or acquaintance, step out of the booth
- Be scanning the attendees for those looking at our booth
- Use clear language and avoid acronyms and abbreviations