



Attributes of Successful Staffers – A Checklist for Staffer Selection

Suggested scoring guidelines:

- 5 = top rated performer
- 4 = better than most
- 3 = quite acceptable
- 2 = acceptable, could improve
- 1 = requires improvement

Staffer _____

Experience

- Attended a recent show, performed duties well _____
- Would make a good mentor for less experienced staffers _____
- Creates complete, valuable leads _____

Understands and relates to company / show objectives

- Has necessary product knowledge _____
- Can communicate well to most visitors _____

Required staffing skills

- Comfortable talking with strangers _____
- Accepts rejection well _____
- Understands and uses qualification process _____
- Outgoing and friendly _____
- Adheres to schedules _____
- Persistent and focused, does not give up easily _____
- Assumes personal responsibility _____
- Team player – not a “lone wolf” _____
- Sets personal goals _____
- Consistently courteous _____

Presentation skills

- Demonstrates effective time management _____
- Well-organized _____
- Demonstrated ability to listen, then respond _____
- Extremely flexible product knowledge _____
- Confident in small groups _____
- Good verbal skills, good speaking ability _____

Willing to accept change and new ideas

- Contributes to all pre-show training and strategy meetings _____
- Understand role in accomplishing objectives _____

Miscellaneous

- Travels well _____
- Avoids personal agendas at shows _____

Total _____