

# 2011 Sonlight Training Conference



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## Effectively Utilize Assistants in the Booth

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### Use of SCCs as booth assistants

#### Advantage to event SCC

- Confidence in experience level of SCC
- Learn from other SCC
- Extra display materials (IG, etc.) for booth

#### Advantage to assisting SCC

- Learn from other SCC
- Experience other events
- Potential to build business (pick up event if current SCC retires)

### Amount of product knowledge assistants/teens should have

#### SCC/SCA

- Will likely have the most up-to-date product knowledge
- Will have more experience in personal advising
- May be the best option for an assistant

#### Adult assistant—as much experience as possible

- Full Core/LA purchaser
- Expect familiarity with catalog
- Complement experience of other team members
- Problem solver, solution suggester, creative
- Less experienced—assign to catalogs

#### Teen assistant—a Sonlight student!

- a Sonlight user
- ideally familiar with high school
- may talk from experience but not give product info
- coach them: what is your favorite book, and other common questions

### Defining roles and responsibilities for assistants/teens in the booth

[extra resource: Principles of Personal Selling and Customer Oriented Selling handout]

#### Adults

- Don't answer a question you don't know!
- An active order getter—listen & question to determine customer need
- Demo value of Sonlight as explain product
- Close sale with planning sheet, writing up order suggestions
- Help supervise teens
- Straighten booth, cleanup
- Mid-day: SCC pull aside to refocus, inquire of tough questions encountered

## Teens

- Greet convention attendees
- Promote catalog, coupon, assistance available
- Responsible for contact card (paid for incomplete cards?)
- Prequalify prospect: new to homeschooling, direct to Multi-Subj Pkg, etc.
- Help explain high school products
- Direct prospects to product in booth and talk to \_\_\_\_\_
- Workshop assistant
- Straighten booth

## Training teens in basic interaction skills

Attitude—cheerful, friendly

Body Language—eye contact, hands out of pockets

Voice—pace of speech, clear enunciation

Provide Feedback—correction and praise

Brainstorm: suggested scripts

- “Would you like a Sonlight catalog and a \$15 coupon? Please fill out contact card.”
- response to “I already have catalog”: enter raffle or get coupon

## Boundaries teen assistants should have

Be clear in your expectations

- Refrain from aggressive contact collection
- Be polite! Make eye contact
- Stand prepared, welcoming posture
- May tire, get distracted, tire easily—plan needed breaks
- Empower adult assistants to watch or give breaks
- No texting or cells!
- Offer conditional contract with teen—paid if fulfill job
- Utilize power hours—incentivize burst of activity in catalog handout

## Booth attire

Well-dressed salespeople are more persuasive

“Dressing well gives you instant credibility. It’s a fact of human nature. So use this to your advantage for your business.”

(The Dress Code for the Professional Speaker, [www.ezinearticles.com](http://www.ezinearticles.com))

How we dress influences our attitude as well (casual attire = casual attitude)

Take the lead in your own attire; expect assistants to follow

Coordinated team attire now required