Getting People to Stop at Your Booth

Getting People to Stop at Your Spinal Screening Booth

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The first time I was a exhibitor at a Parker Seminar I was overwhelmed by the number of attendees (6,000) and the number of exhibitors trying to get their attention. It was an ongoing battle over the next 20 years until I came upon a solution that changed everything. What I discovered will change how you do screenings.

The problem with screenings is the public is conditioned to stiffen their resolve and walk past without making eye contact. You need an ice breaker.

In the early 90's I had several thousand glass blocks made that had a 3D laser etched spine or atlas. Along with the large block, I also had small blocks with a keychain attached. One year at the Florida Convention I took along the large glass blocks to sell. To attract attention I offered a free keychain to everyone that walked by. "Would you like a free glass spine?" was an irresistible question to a passing doctor of chiropractic. After giving away the free glass spine I asked if they would like to see its big brother and showed them the larger blocks. We sold out of large blocks at that show and everyone since.

I had broken the ice. Once a person accepts a gift from you a psychological trigger is activated that makes them more open to what you will ask next.

You don't have glass blocks to give away, but there is an inexpensive item that can help you break the ice and give you the opportunity to ask the second

question: The Bent Pen. I know you have seen it. You may even have some in your office right now. If you don't have any order them today.

https://www.bentpen.com/Pens/pens.html

At a screening simply ask passersby if they would like a free pen as you outstretch your hand to give it to them. When they take the pen and examine it ask them this question. "You see how this pen is bent? We are doing free tests today to see if you spine is as bent as that pen. It only takes a couple of minutes. Would you like to be tested today"?

You have broken the ice.