



The Hill Group

ABOUT US

Since 1989 The Hill Group has been providing interpersonal skills training focused in the following areas: Exhibit Staff Training, Presentation Training, Meeting Facilitation, and Sales Training. Our Trade Show Selling Skills Workshop has been used to train over 35,000 people over the past 16 years.

We differentiate The Hill Group with our "Seriously Fun Training" approach. We believe people learn more when the training is fun, interactive, and involving.

This doesn't mean the training is silly or frivolous. We know that people learn more and retain more of what they've learned if the training is memorable. And we make it memorable by making it interactive and entertaining.

We also like demanding audiences. We've been extremely successful at engaging and communicating successfully with skeptical audiences full of seasoned veterans who may have been trained before. Our style is different enough to make the material fresh.

But the key to our success is our trainers. All of The Hill Group trainers are terrific speakers, presenters and trainers. And they all know the event/trade show environment and a fair amount about sales and marketing. Our trainers include: Matt Hill, Candy Adams, Phil Roybal, James Obermayer, Lynn Cole, and Kathleen Ronald. All of them are easy to work with, accommodating, and always have great suggestions to offer.

Some of the results we get are amazing. On average, we'll increase our client's qualified lead count by 250% the first time we work with them at a trade show. We also get results that aren't so easy to count or measure. Exhibit staffs actually enjoy and learn from our training and that helps their attitude about the show. And when we coach an staff one-on-one during the show, we actually see behavioral change and immediate productivity increases. It happens all of the time.

We've also provided our training around the world in Canada, Brazil, England, France, Germany, Holland, Switzerland, and South Africa. There are, obviously, some cultural differences, but for face-to-face interpersonal skills at Business-to-Business events, trade shows and conferences, there is a lot in common.

The Hill Group, Seriously Fun Training

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