

# Trade Show Selling Skills DVD/Videotapes



Matthew Hill, president of The Hill Group, leads you through a fun, informative and memorable training session in the Trade Show Selling Skills Training on DVD and in the two-volume VHS tape series. It cleverly teaches you to (1) question and qualify visitor quickly, (2) dismiss unqualified visitors politely and professionally, (3) focus demonstrations on the visitor's area of interest, (4) add visitors to ongoing conversations so they do not have to wait, and (5) generate complete, useful leads. (And have a lot more fun doing it.)

In the Trade Show Selling Skills DVD/Videotapes, Matthew Hill demonstrates common mistakes made by exhibit staff, and teaches proven techniques for correcting them. Here, the exhibit staff is talking amongst themselves and being inaccessible to visitors. We'll show you how to fix that without busting kneecaps.



The Trade Show Selling Skills DVD/Videotapes makes use of clever visual aides that spark a humorous response from the audience that helps them to remember the skills that have been presented. Here, Matthew Hill teaches you how to qualify a visitor. (Or how to make your friends look foolish.)

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