



# Trade Show Selling Skills Workshop

# Facilitator Kit

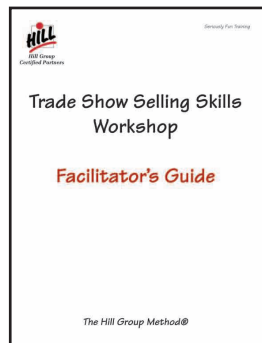
## Do your own exhibit staff training!

The Hill Group's Facilitator Kit includes everything you need to deliver our Trade Show Selling Skills Workshop. For the past 18 years, this workshop has been used to train over 35,000 exhibit staff personnel from all types of business around the world.

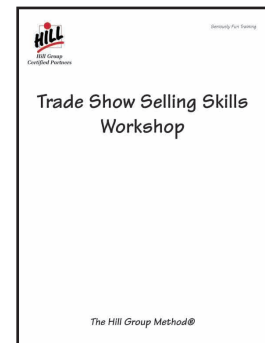
The Facilitator Kit contains:



One DVD of our Trade Show  
Selling Skills Workshop



One Facilitator's Guide  
244 Pages



Ten Student Workbooks  
118 Pages Each

Our Trade Show Selling Skills Workshop Facilitator Kit contains everything you need to effectively present The Hill Group's exhibit staff training program. By following the prompts in the Facilitator's Guide, you will provide your audience with a compelling and interactive training workshop.

This training program has been simply and logically designed to make it easy and natural for you to present. It incorporates a mix of learning tools and techniques including watching the DVD, exercises, role-plays, reading, worksheets and small-group collaboration.

The Facilitator's Guide also includes the instructions, tips and techniques to help you be an effective facilitator. There are also prompts for each page to make the facilitation of this training easy and effective. Prompts include: Key Points, Time Estimate, Point Out, Start Video, Stop Video, Ask a Question of the audience, Worksheet Instructions, Audience Exercise, Quiz Answers, Audience Participation, and Trade Show Role Play Instructions.

### What if I only have an hour for the training?

We've taken that into account and have an agenda for a one-hour training workshop. Just following the instructions on the "60-Minute Basic Workshop" page.

Sample pages from the Facilitator Guide. The Facilitator’s prompts and notes are always on the left side and they are numbered separately. On the right side is the attendee workbook. It is identical in content and page numbering to the workbooks you hand out to your audience.

<p>The Hill Group Method <span style="float: right;">Trade Show Selling Skills Workshop</span></p> <p style="text-align: center;"><b>FG: DISMISSING</b></p> <hr/> <p><b>Start the DVD</b></p> <p>Scene 6: Dismissing - 1 min., 56 sec.</p> <p><b>Key Points</b></p> <ol style="list-style-type: none"> <li>1. Dismissing is a key trade show skill.</li> <li>2. It should always be polite, professional, and reasonable.</li> <li>3. Here’s the basic technique:             <ol style="list-style-type: none"> <li>a. Look them in eye.</li> <li>b. Shake their hand.</li> <li>c. Thank them for coming by and say something like, “Have a great show.”</li> </ol> </li> <li>4. Tell the visitor why you’re moving on to another conversation.</li> </ol> <p><b>Audience Exercise</b></p> <ol style="list-style-type: none"> <li>1. Ask the audience to turn to the person on their left and/or right and dismiss them.</li> </ol> <p><b>Time Estimate: 6 minutes</b></p> <p style="font-size: small;">© 2007 The Hill Group <span style="float: right;">FG Page 30</span></p>	<p>The Hill Group Method <span style="float: right;">Trade Show Selling Skills Workshop</span></p> <p style="text-align: center;"><b>DISMISSING</b></p> <hr/> <p style="text-align: center;"><b>Dismissing is a Key Trade Show Skill.</b></p> <p><b>Key Points</b></p> <ol style="list-style-type: none"> <li>1. Dismissing, or disengaging, should be done politely and professionally.</li> <li>2. Here’s the simple, three-step process for dismissing; make eye-contact, shake their hand and then say something like, “thanks for coming by, have a great show.”</li> </ol> <p><b>Dismiss visitors when:</b></p> <ol style="list-style-type: none"> <li>1. Your conversation with even the biggest sales prospect of the entire show is just over; they’ve seen and heard about everything they’re qualified to see in the booth and you’ve generated a lead. Using the dismissal technique is a nice way for both of you move on.</li> <li>2. They’re a time-waster. They’re keeping you from working with qualified visitors.</li> <li>3. It’s time to move on to another visitor. Maybe you’ve been talking with an old friend, another exhibitor or some other lower-value visitor and now you need to engage, greet and qualify a potentially higher-value visitor.</li> </ol> <p><b>Here’s the dismissal technique:</b></p> <ol style="list-style-type: none"> <li>1. Make eye contact to get their attention.</li> <li>2. You can summarize your conversation (this is a natural way to begin the process of ending the conversation).</li> <li>3. You may need to give them the reason for disengaging them. You can say something like, “I do need to make sure that I talk with these two people before they give up on me!”</li> <li>4. Shake their hand.</li> <li>5. And finally, say something like, “Thank you for stopping by. Have a great show!”</li> <li>6. Break your eye-contact with them, turn away and either begin talking to someone else or walk away.</li> </ol> <p style="font-size: small;">© 2007 The Hill Group <span style="float: right;">Page 22</span></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Here’s the Table of Contents from the workbook:

<p>DVD Volume One</p> <ul style="list-style-type: none"> <li>Face-To-Face Flowchart</li> <li>Engage and Greet</li> <li>Asking Opening Questions</li> <li>Asking Qualifying Questions</li> <li>Design Qualifying Questions</li> <li>Group Dynamics: Interrupting</li> <li>Group Dynamics: Adding Visitors</li> <li>Dismissing</li> <li>Ending the Conversation</li> <li>Roles &amp; Responsibilities</li> <li>Homework</li> </ul> <p>DVD Volume Two</p> <ul style="list-style-type: none"> <li>Major Account Selling</li> <li>Major Account List</li> <li>International Visitors</li> <li>Time Wasters</li> <li>Presentations &amp; Demonstrations</li> </ul>	<ul style="list-style-type: none"> <li>Tough Questions</li> <li>Roles &amp; Responsibilities</li> <li>Homework</li> </ul> <p>Bonus Sections</p> <ul style="list-style-type: none"> <li>Before-the-Show</li> <li>Objectives and Statistics</li> <li>Developing Objectives</li> <li>Objective Worksheet</li> <li>Visitors’ Objectives</li> <li>Potential Impact</li> <li>Elevator Answers</li> <li>Designing Elevator Answers</li> <li>Visitor Expectations</li> <li>Managing Expectations</li> <li>Odds &amp; Ends Before the Show</li> <li>Before the Show Quiz</li> <li>During-the-Show</li> </ul>	<ul style="list-style-type: none"> <li>Honor Your Booth Schedule</li> <li>Booth Layout &amp; Flow</li> <li>Visitor Traffic Levels</li> <li>Types of Visitors</li> <li>Controlling Conversations</li> <li>Up-Selling &amp; Cross-Selling</li> <li>Special Visitors</li> <li>Incorporating a Message</li> <li>Generating Leads</li> <li>The Competition</li> <li>Competitive Strategies</li> <li>Working With Theaters</li> <li>Managing a Hands-On Area</li> <li>Company Parties</li> <li>The Basics</li> <li>Be Prepared</li> <li>Trade Show Role Plays</li> </ul>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

