

Matt Hill's Keynotes

- 1. Trade Show Selling Skills**
- 2. Do It Right In Front of an Audience (Presentation Skills)**
- 3. Trade Show People Skills**
- 4. Face-to-Face: Making the Most of First Impressions**
- 5. Leveraging Group Dynamics**

Challenging Entertaining Insightful Motivating Matt Hill



Find out how Matt Hill's ability to bring out the best in people has helped hundreds of companies significantly improve their people's interpersonal skills.

Want a speaker who interacts with the audience? Who brings audience members up on stage to help him? How about someone who uses hilarious visuals, props, and stories to keep his audience involved and entertained?

This is Matt Hill. Matt's lively and humorous presentation style brings a uniquely interactive dynamic to the podium. And his range of expertise includes just about every aspect of interpersonal interaction.

As a keynote speaker, break-out session leader, corporate trainer and coach, Matt can tailor his presentation material to your company's specific needs. To learn more, check out www.hillgroup.com or call The Hill Group today.

CLIENTS INCLUDE:

- Microsoft
- Toshiba Medical
- eBay
- MonierLifetile
- Genentech
- U.S. Department of Commerce
- HP
- United States Postal Service
- Intel
- Crane Naval Center

TOPICS INCLUDE

Trade Show Selling Skills

*Do It Right In Front of an Audience
(Presentation Skills)*

Trade Show People Skills

Face-to-Face: Making the Most of First Impressions

Leveraging Group Dynamics



The Hill Group

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1. Trade Show Selling Skills

You can have the biggest booth, the brightest lights, the best giveaway items, but if the people who staff your exhibit have not been trained to maximize the sales potential a tradeshow provides, you may as well pack up your boxes and head for the hotel pool. Fact is, visitors to your tradeshow booth base most of their impressions of your company and its products and services on the experience they have with your exhibit staff. Drawing from Matt Hill's 20+ experience training tradeshow workers from some of the world's leading companies, this session will help attendees develop interpersonal skills necessary for positive and productive performances on the tradeshow floor.

This presentation combines a lively presentation with provocative yet instructional visual aids and audience "volunteers" to give the audience a learning experience that is high energy and fun. Everyone will learn:

- The basics of working a trade show booth: being approachable, qualifying, dismissing, cross selling, and working with groups
- Behaviors to avoid
- How to communicate consistent messages, generate high-quality leads, and ensure that every visitor has a positive experience

Every audience member can also receive a copy of Matt Hill's book: "*Trade Show Survival Guide*". In its third edition, and with over 7,000 copies in print, this fun, useful handbook will be appreciated by anyone working in a trade show booth.

2. Do It Right In Front of an Audience

Do your people need a fun, focused training session of how to make compelling presentations? If so, this may be the just the right program. In just 60-90 minutes, your people will learn how to improve their presentations by (1) Avoiding distracting and annoying behaviors and by (2) Focusing on the key verbal and nonverbal skills that engage and interest audiences.

The topics covered include:

- The “Don’t Look Stupid Checklist”
- Know your venue; room, seating, audio and video
- How to prepare
- Only jerks have to be perfect
- Size does matter: What to change for small, medium, and large audiences
- Nerves of steel? Jettison those jitters
- How to annoy an audience
- Attention grabbers
- Mnemonics and other dirty tricks
- Avoiding idiocy

Every audience member can also receive a copy of Matt Hill’s book: “*Do It Right In Front of an Audience*”. This is a full-color presentation skills handbook that will help any presenter be the best they can be.

3. Trade Show People Skills

Your exhibit staff can make the difference between a successful trade show and a waste of time. The visitors to your booth will judge your entire company on their experience with your staff. So, what are you doing to ensure that your staff knows the special social rules and graces at trade shows? Are they able to guarantee a positive experience for every visitor? Do they know how to:

- Make good first impressions?
- Start, control, and end conversations?
- Build rapport quickly?
- Respond to verbal and non-verbal cues?
- Use NLP techniques?
- Offer customer-centric service?
- Manage their time?
- Be professional in the booth?

This one-to-three hour workshop is designed to give your exhibit staff the knowledge and skills associated with these key Trade Show People Skills so that they can make every visitor's experience positive and memorable.

4. Face-to-Face: Making the Most of First Impressions

What determines first impressions? How close should you stand to someone when you're talking? Where should you sit when you walk into a meeting room? How can you build rapport and become a better listener? What can you do to understand the dynamics of small and large groups?

This session takes a look at something we usually take for granted -- personal interaction and conversation. As we illuminate the hidden factors that make or break personal interaction, attendees will learn how to improve their interpersonal skills, better understand how they come across, and learn the factors that people use to assess other individuals.

This one-hour presentation covers:

- Managing first impressions
- Personal factors that others use to evaluate you
- How to build rapport quickly and easily
- How to disengage from unproductive conversations

Note: Every *Face-to-Face* presentation is different because I interact and play off of the audience. "Volunteers" from the audience help make the key points, allowing the group to be more engaged and entertained. And with more than 20 years' experience in sales, marketing and speaking, I can go sideways on a tangent of particular interest to the audience and then get back to the topic.

Topics covered include:

- First impression factors: what they are, how to use them
- Proxemics: the study of personal space
- Where to sit for maximum rapport and influence
- Group dynamics: how to identify and influence small and large groups
- Rapport building: verbal and non-verbal techniques
- Structure of a conversation: learn where you're going and how to get there
- Key skills and techniques

5. Leveraging Group Dynamics

Whether you are leading a large meeting, participating in a group discussion or talking to prospects at a tradeshow, understanding the strengths and weaknesses of different sized groups can help you communicate, persuade, and influence people more consistently and effectively. This session will help attendees become more proficient communicators by understanding how people work together (and against each other) and learning how to extend individual influences.

Best accomplished in a workshop format, this session combines group exercises, discussions, and instructions that make the program interesting, interactive, and relevant.

Everyone will learn:

- The group dynamics common to all meetings, regardless of size, topic or purpose
- Successful strategies for identifying, understanding and controlling various members of a group
- Specific behaviors and strategies that you should use and avoid when working with small groups
- To recognize the different roles people cast themselves in when meeting in groups of five or more
- Valuable skills and techniques that improve communication among a group, no matter what role each person has taken on
- How to control a meeting and deal effectively with people in each of their various roles

Audience: The session is perfect for marketing staff and salespeople, cross functional teams, and anyone who needs to work cooperatively and collaboratively with other people.