



The Hill Group's

# EXHIBIT STAFF TRAINING SERVICES & PRODUCTS

Your exhibit staff can make the difference between a successful trade show and a waste of time. The doctors to your booth will judge your entire company on their experience with your staff.

The Hill Group will help make your exhibit staff more effective at your next trade show with our training workshops, one-on-one coaching services, and our products. Our trainers are world-class presenters and they make every workshop fun, interactive, and motivating. We're extremely effective when your staff has had little experience, doesn't want to be trained or think they know everything already. We make training fun.

## Trade Show Selling Skills Workshop

This one-to-three hour customized workshop uses a great trainer, audience volunteers, props, and fun visual aids to teach an exhibit staff all about:

- Your Show's Objectives
- Why Exhibit Staff Performance is Essential
- Managing Expectations
- Greeting and Engaging
- Elevator Answers
- Qualifying Questions
- Cross-Selling
- Dismissing
- Handling Tough Questions
- Making Brief, Focused Presentations
- Handling the Competition
- Working with International Visitors
- How to Not Make Visitors Wait
- Working with Theater Presentations
- Working with Partners
- Managing a Hands-On Area
- Handling Key Account Contacts
- Conference Rooms and Demo Suites
- Roles and Responsibilities
- The Basics of Professional Behavior

## DVD/Videotapes: Trade Show Selling Skills Workshop

The Trade Show Selling Skills Workshop on DVD or VHS tape. This is a professionally filmed, produced and edit 39 minute presentation of The Hill Group's Trade Show Selling Skills Workshop. Matthew Hill, president of The Hill Group, leads you through a fun, informative and memorable training session that covers everything detailed for the live training described above.

**The Hill Group, Seriously Fun Training**

1127 Bentoak Court • San Jose, CA 95129 • 408.257.7828  
mhill@hillgroup.com • www.hillgroup.com

## During-the-Show Coaching and Training

Trade shows afford us a wonderful opportunity for field coaching and training. To reinforce the skill set presented during our workshops, we observe, coach, and train your exhibit staff one-on-one in your booth, during the show. Over the course of two full days of coaching on the show floor, we work with the staff to ensure they master their new skills. We also use an incentive program to keep them motivated and focused.

## Trade Show People Skills

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? Modules for this workshop include:

- Making good first impressions
- Starting, controlling, and ending conversations
- Building rapport quickly
- Responding to verbal and non-verbal cues
- Using NLP techniques
- Offering customer-centric service
- Time Management
- Being professional in the booth

## Booth Demo Training Workshop

The Hill Group's Booth Demo Training Workshop is designed to improve the presentation and demonstration skills of the following members of your exhibit staff:

- In-booth product demonstrators (typically working at a station in the booth)
- Theater/Mini-theater presenters
- Demo suite presentations
- Pre-show meeting presentations

## Streaming Video Exhibit Staff Training

Our Trade Show Selling Skills Workshop is now available over the Internet. This 30 minute streaming video also incorporates comprehensive use reporting, testing, animated graphics, and audio transcription. It is really cool.

## Exhibit Staff Survival Kit

Show your staff that you care. Each survival kit contains items that just might make it possible for you and your staff to get through your next trade show in one piece. Items include:

Trade Show Survival Guide, 3rd Edition (A \$14.95 Value!), Ear Plugs, Granola Bars, Kleenex, Alka-Seltzer, Breath Mints, Lipbalm, Shout Stain Remover Towelette, Scope, Foot Powder, Band-Aids, Moist Towelettes, Herbal Tea, Gum, and it all comes in a Carryall Portfolio.

## Trade Show Survival Guide

This fun-to-read handbook of trade show selling skills, written by Matt Hill is included in the Trade Show Survival Kit described above, and covers the following topics (and many more): Besides Free Food, Why Go to Pre-Show Meetings?; SMART Objectives, DUMB Ideas; Personal Stretch Time: Being Pleasant; Non-Violent Ways of Getting Attention; Offending International Visitors; Qualified or Time-Waster? - You're the Judge and Jury; Disposing of Human Debris; Your Demos Probably Suck; Get Good at Visitor Manipulation; Establish Your Own Escort Service; A New Concept: Be Productive and How to be a Trade Show Idiot.

**The Hill Group, Seriously Fun Training**  
1127 Bentoak Court • San Jose, CA 95129 • 408.257.7828  
mhill@hillgroup.com • www.hillgroup.com

