

Trade Show Survival Guide

Third Edition 7,000 copies in print

TRADE SHOW SURVIVAL GUIDE

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The Hill Group

Cartoons by




This essential handbook is written in an irreverent and cynical style to appeal to the typical exhibit staffer; someone who does not want to be at the show (unless it's in a fun city) and thinks they are doing a great job if they arrive no more than 30 minutes late for their shift.

The third edition includes the following chapters:

- Trade Show Environment
- The Trade Show Selling Process
- Greet
- Engage
- Ask Questions
- Dismiss
- Setting Reasonable Objectives
- Demonstrate
- Cross-sell
- Group Dynamics
- Crowd Control
- Qualified or Time Waster?
- The Basics: Professional Booth Behavior

Here's an excerpt from the book: Qualified or Time Waster? You're the judge and jury.

You need to focus on meeting the objectives of the show and not let any stupid visitors get in your way. I realize this is a new concept, but stay with me.

Maybe, instead of taking an hour with just any nerd to discuss the proper way of rubber-banding hair into a pony-tail so that it avoids getting caught in pocket protectors, you could actually find out if this person is the CEO of a multi-zillion dollar corporation and whose VISA card is poised to purchase \$500K of your product right now.

Read what some very smart and important people are saying about the Trade Show Survival Guide:

"I laughed, I cried, it became a part of me." -Rob Hoffer, President, NERDS, Inc.

"Loved it!" -Donna Wotton, Unconventional Promotions

"It's funny and informative" -Russ H. from a very big company

"Matt Hill is beyond any shadow of a doubt the greatest trade show authority, expert and je ne sais quoi on Bentoak Court." -Geoff Alexander, President, Geoff Alexander & Co.