



The Hill Group's

TRAINING PROGRAMS

Trade Show 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 Include Waiting Visitors
- 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

During-the-Show Coaching and Training

Trade shows afford us a wonderful opportunity 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. The Coaching is positive, supportive, and fun and helps the staff improve their new skills. 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.

Team Building, Meeting Facilitation & Hosting

The Hill Group's Team Building Workshops can be used at your next meeting to:

1. Encourage mingling, schmoozing, and socializing
 2. Enable your people to have positive, shared experiences
 3. Get the group to think outside the box (notice The Hill Group's logo?)
 4. Teach your people how to better work together on projects (work and non-work related)
 5. Enliven your meeting so every minute, and every presentation, isn't directly work related
- We can integrate Small and Large Group Exercises, Puzzles, and Brain Teasers, Icebreakers, Brainstorming and Problem Solving into any program. And our Meeting Facilitation & Hosting services will help ensure a meeting that is on-task, on-time and seriously fun.

The Hill Group, Seriously Fun Training

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Managing Client Expectations

If you want to effectively manage the expectations of your clients, establish and maintain the value of your products, services, and time with your clients and minimize disappointments and surprises, this workshop is the answer. Drawing both from our trainer's, and the participants', expertise and experience, we'll uncover the types of expectations that need to be managed, why they should be managed, and how they can manage them. Drawing from a wide variety of our training modules including effective questioning, negotiating, interpersonal communication, and others, we will work with the participants to develop strategies and tactics for their use with their existing clients.

Presenter's Workshop/Presenter Tune-Up

Our Presenter's Workshop is designed to improve the presentation and demonstration skills of salespeople, event managers, conference speakers, and management & executives. In small groups, we use a unique workshop structure that lends itself to learning and improvement no matter the skill level of participants, and even the most cynical, jaded, and "know-it-all" experts enjoy and benefit from the program. That's why we can recommend this workshop for your veteran presenters who have been doing it for twenty years and for novice presenters who are still learning the ropes. As a Presenter's Tune-Up, this workshop is also offered in a one-on-one format.

Negotiating

Since we believe that people learn best by doing, not by listening, our methodology is to deliver the essential negotiation skills and tactics (that we've identified together) and then turn the participants loose to use them. So most of the workshop is spent having the participants work in small groups to engage in your industry-specific role-plays. They put their new knowledge of key negotiation skills and tactics to use immediately. Because our delivery is fun and engaging, the audience embraces even a review of already known information. The use of real-life role playing scenarios means higher levels of retention and usefulness. And the participants practice their new skills with their colleagues in a small group environment, promoting the exchange of ideas and cooperative learning.

Keynote Speaking

All of our trainers make their living training and speaking. They've been doing it a minimum of 15 years. Although our styles are different, every Hill Group Keynote address is passionate, engaging and fun to listen to. Topics include: Managing Client Expectations, Group Dynamics, Trade Show Selling, First Impressions, Customer Service, Presentation Tips and Techniques, Exhibiting Tips to Cut Costs But Not Effectiveness.

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