

Trade Show Selling Skills Workshop

Course Modules

The Hill Group can train your exhibit staff to be more effective at your next trade show. The workshop takes just one to three hours, and is customizable for the time you have available for pre-show training. We'll work together to select the topics and training modules that will best meet the needs of your company from the following list:



Staff Bonding Ritual

- Show Objectives
- Value of Trade Shows
- Strategic Approach
- Managing Expectations
- Trade Show Selling Process
- Tough Questions
- The Competition
- Managing a Hands-On Area
- Handling Key Account Contacts
- Using Visual Aids
- Working with International Visitors
- Group Dynamics in the Booth
- Working with Theater Presentations
- Working with Partners
- Conference Rooms and Demo Suites
- Company Parties
- Roles and Responsibilities
- The Basics of Professional Behavior

Read on for more details on some of the key training modules.

The Trade Show Selling Process

This proven, repeatable process will enable exhibit staff to:

- Engage and greet visitors
- Ask questions to gain information and control conversations
- Spend time with qualified visitors
- Dismiss unqualified visitors
- Provide visitor focused presentations or demonstrations
- End conversations by generating leads, cross-selling or dismissing

Tough Questions

From whether or not to talk to the press, to avoiding pricing and delivery issues, to declining to spend the next hour on an unnecessary demonstration, this section is customized to address the real issues people deal with at trade shows. The staff must learn how to handle the difficult and hard-to-answer questions. This ensures they are prepared and there are no surprises.

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Handling Key Account Contacts

Exhibit staff must know which key players from the customer and prospect base are expected in the booth. Developing a plan of action for these key contacts enables the staff to accomplish some major account selling on the show floor.

Working with International Visitors

International visitors attend trade shows for the same reasons as domestic visitors, but are generally a higher level manager or executive. This section helps staff become sensitive to the variances in international business behavior and protocol.

Group Dynamics in the Booth

Do not make visitors wait, add them to the group! This section introduces both a theoretical and practical model of Group Dynamics for the trade show environment. It teaches how to identify, manage, influence, and control a variety of different size and changing size groups.

Working with Theater Presentations

Do all exhibit staff personnel know how to take advantage of the crowds an exhibit booth theater can attract? Here they learn how to use the theater as a sales funnel to generate qualified leads.



Roles and Responsibilities

When sales, engineering, marketing, and customer service all work together at a show, it is important for each person to know everyone else's role. This section teaches the entire exhibit staff how to leverage their collective strength.

The Basics of Professional Behavior

We expect a minimum level of professional behavior. Eating, drinking, reading, showing up late, etc. are zero tolerance items for us.

Role Playing (additional 60 minutes following workshop)

Custom role-plays are designed to reinforce key trade show selling skills. In groups of three, exhibit staff will play the roles of a visitor, a staff person, and an observer. The roles rotate for every scenario (we usually design six different role-plays) so that everyone plays each role twice. Key skill areas that are reinforced through these role-plays include greeting, questioning and qualifying, dismissing, and ending the conversation.



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