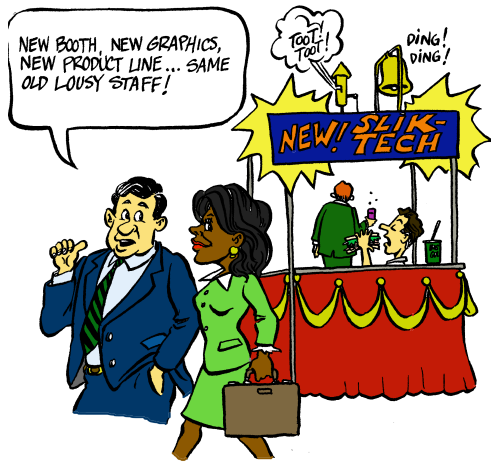


# Trade Show Selling Skills Workshop

**THIS TRAINING IS FUN!**

The Hill Group will train your exhibit staff to be more effective at your next trade show with this one-to-three hour customized workshop. 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. The training modules can be mixed and matched from the following:



- Your Show's Objectives
- Managing Visitor's Expectations
- Greeting and Engaging
- Elevator Answers
- Qualifying Questions
- Cross-Selling
- Dismissing
- Incorporating a Corporate Message
- Handling Tough Questions
- Handling Competitors
- Making Brief, Focused Presentations
- Working with International Visitors
- How to Not Make Visitors Wait
- Working with Theater Presentations
- Managing a Hands-On Area
- Conference Rooms and Demo Suites
- The Basics of Professional Behavior
- Working with Partners in the Booth
- Handling VIPs
- Roles and Responsibilities
- How to be Prepared

## The Hill Group Trainers

Our trainers are world-class presenters. They each know how to use their 15+ years of trade show experience and combine it with their own high-energy, engaging, and fun delivery styles to make sure your people get the most out of the training. Here are some of the key training modules.

## The Trade Show Selling Process

This proven, repeatable process will enable your exhibit staff to:

- Be approachable
- 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

The Hill Group, *Seriously Fun Training*  
1127 Bentoak Court • San Jose, CA 95129  
408.257.7828 • Fax 408.257.1443 • [www.hillgroup.com](http://www.hillgroup.com)



## 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.

## 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.



## 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.



**The Hill Group, Seriously Fun Training**  
1127 Bentoak Court • San Jose, CA 95129  
408.257.7828 • Fax 408.257.1443 • [www.hillgroup.com](http://www.hillgroup.com)