



The Hill Group  
Seriously Fun Training

# Exhibit Staff Training Custom Video Production

The Hill Group will customize all content and delivery to produce your own in-house exhibit staff training video.

- Now you can **train everyone** that works in every booth - table tops, 10x10s, all of them!
- **Generate more leads** at all of trade shows with well-trained exhibit staffs.
- Every one of your exhibit staffs will be **professional and productive**.



Matt Hill has been training exhibit staffs around the world for over 28 years. Even the most skeptical people welcome his fun, entertaining and motivating training.



Some of The Hill Group's clients include:



Training modules can include any of those listed below plus any other modules you want to add:

- |                                |  |
|--------------------------------|--|
| Objectives                     | Handling Tough Questions                             |
| Potential Impact               | The Competition                                      |
| Elevator Answers               | Handling Special Visitors (Media, financial foreign) |
| Managing Expectations          | Handling Key Accounts                                |
| Booth Traffic Levels           | International Visitors                               |
| Engage and Greet               | Working One-to-Many                                  |
| Opening Questions              | Working a Hospitality Event                          |
| Qualifying Visitors            | Company Parties                                      |
| Time Wasters                   | Working a Line                                       |
| Objective of the Conversation  | Working with Partners                                |
| Dismissing                     | Working a Hands-on Area                              |
| Presentations & Demonstrations | Roles & Responsibilities                             |
| Presenting the "So What?"      | Review: The Basics of Professional Behavior          |
| Generating Leads               | Be Prepared For Your First Shift                     |
| Ending the Conversation        | Homework   |