



The Hill Group
 Seriously Fun Training

WANT MORE BUSINESS FROM YOUR TRADE SHOWS?

EXHIBIT STAFF TRAINING WORKSHOP

OUR 27TH YEAR • OVER 60,000 TRAINED

CUSTOMIZED
 INTERACTIVE
 ENGAGING
 MOTIVATING



After our training, your exhibit staff will:

- Greet visitors quickly.
- Not waste their time with unqualified visitors.
- Engage in visitor-focused conversations and demonstrations.
- Politely and professionally disengage from conversations when they are over or when they are wasting time.
- Not use their phones in the booth, not stand in closed circles with their colleagues, and not eat or drink in the booth

Results:

1. More quality conversations.
2. More qualified leads (50% - 100% more).
3. More sales.

Why our exhibit staff training is so effective:

- Your staff is actively engaged in the training.
- We are experts and we gain the respect of your staff - they actually do what we request of them.
- We train and coach them; our Exhibit Staff Training Workshop is fun & engaging; Our During-the-Show, one-on-one staffer coaching ensures your staffers become the best they can be.

Our Exhibit Staff Training Workshop:

- 30 minutes to four hours long.
- Customized for your company and event.
- No limit to the number of people.

"We have had The Hill Group train our HP exhibits staffs at over 40 different shows. I can't imagine doing a big, important trade show without their training".

- Kimberely Gishler, HP (now CEMA Executive Director)

We have found this workshop to be an invaluable tool in helping our salesmen interact with attendees in our booth.

- Jessica Tortorice, Walter USA, LLC

DURING-THE-SHOW COACHING

Our During-the-Show Coaching and Training supports and reinforces our Exhibit Staff Training Workshop and really makes a difference in the effectiveness, behavior, and professionalism of your exhibit staff.

We work one-on-one with your staff in-between their conversations with visitors. We help them hone their elevator answers, qualifying questions, dismissing skills, cross-selling abilities and their group work. We'll also train those who may have missed our workshops. Coaching: \$2,500/day

SOME OF OUR CLIENTS



For pricing and more information: mhill@hillgroup.com • 408-257-7828