



[www.braceybusinesstraining.co.uk](http://www.braceybusinesstraining.co.uk)

The Office - 01384 878810

Steve Bracey 07860 841347

Steve Humpherson 07946 308594

## **Exhibition & Trade Show Skills**

Succeeding at trade shows or exhibitions is down to a number of factors. After all, it is not strictly 'retail' nor is it the type of situation encountered by 'field' staff.

This highly participative course is designed to look at all the elements required to make your stand a success from the stand itself to the personnel who will be staffing it. These may be people without sales or exhibition experience who need to capitalise on the opportunities an exhibition or trade stand can provide.

### **Course Content**

Preparing for the show  
The best stand for you (layout and design)  
The exhibition visitor / potential customer  
Checking competitors  
Overcoming the 'threshold barrier'  
Creating the right image  
Objectives and 'fall-backs'  
Making the most of the 'brochure grabber'  
Approaching and opening discussion  
Making questioning work  
Being the 'active listener'  
Underlining benefits  
Quoting prices (if applicable)  
Successfully dealing with objections  
Recognising 'buying signals'  
Closing with agreement and/or sale  
Following up 'leads'  
Exercises