

Exhibition Good Practice & Trade Stand Etiquette

by Iannis Ireland
Training & Development Officer

Exhibition Good Practice & Trade Stand Etiquette

Training Module

Duration: 2hrs (A.M. or P.M.)

Delivery Methods: Face-to-face

Who Is This Training For?

- Any existing or aspiring sales leaders / managers
- Any existing or aspiring sales team members
- Any workforce members directly involved in the setting up of, or running, stands at trade shows

Course Description

It's a fact that trade shows are incredibly competitive environments, and as such, even the slightest tweak to what we do could have a significant impact on future sales within our organisations. They are an excellent opportunity to secure new business, consolidate existing contracts or relationships, and actively advertise our product.

Obviously, there is a clear need for anyone with a stand to be at the top of their game and ensure that they maximise the chances of enticing future prospects onto their displays.

This course is designed to start that conversation and encourages attendees to consider not only the physical appearance of their stands, but also their own operation, especially if they feel their own approach could be refreshed. The aims of the course are to:

- To begin to make a careful audit of existing practice
- To share suggestions on how to ensure greater success at closing with prospects during shows
- To provide some basic opportunity to discuss the psychology of persuasion
- To help those involved to reframe beliefs, thoughts and responses of potential clients more easily
- To leave with a basic blueprint on how they could move forward
- To understand the need to share good practice and communicate effectively moving forward, developing an ethos of continuous improvement

Benefits Of Attending

- Greater chance of future sales
 - Improved understanding of what other successful organisations do
 - Improved knowledge of how to use the language of persuasion
 - Motivation to adopt an ethos of continuous improvement, instead of accepting that "this is how we do this"
 - Sales managers will challenge themselves and colleagues to look for new ways of ensuring closure and timely follow-ups
 - Improved ability to share and try out new ideas
- 