

How to Sell at Trade Shows and Exhibitions

This highly interactive 'live & online' half-day workshop is aimed at everybody who is involved in the planning and manning of a trade show and exhibition stand.

Whether you are a small, medium-sized or large business, there is still nothing to compare with a stand at a trade show or exhibition for any business to win new customers, keep in touch with existing customers and demonstrate new product innovations – just so long as the stand is properly designed and positioned and the stand staff that are on exhibition 'duty' are trained and briefed to perform effectively.

The workshop deals with the challenges of selling from the trade show/exhibition stand and the opportunities that this unique "territory" can bring and demonstrates how to stay one step ahead of the competition through 'effective' stand management.



Workshop Objectives

- How to maximise sales opportunities at a Trade Show or Exhibition
- How to stay one step ahead of the competition through 'effective' stand management
- How to maximise the ROI from a Trade Show or Exhibition
- To improve the skill level of stand personnel enabling them to maximise any sales opportunities they come across during the Trade Show/Exhibition
- To give all stand personnel the 'top tips' and tools on getting the most from a Trade Show/Exhibition.

Reserve Your Place Now

We are limiting places on the workshop to just 12 people and places will be allocated on a "first-come, first-served" basis so **BOOK NOW** to avoid any disappointment. To book your place on the workshop or for further information email: fifemeansbusiness@fife.gov.uk

Delegates will learn

- What to do pre-show e.g. social media marketing, arranging meetings, etc
- How to present the stand and how to attract visitors into the stand space/arena
- How to meet and greet and engage visitors to the stand
- How to identify customer needs and objectives
- Effective questioning skills
- How to sell solutions and 'differentiate' your offer against the competition – Using features and benefits effectively
- How to handle objections and how to sell 'The Difference'
- How to follow up on leads in a timely manner
- How to set and adhere to professional appearance and etiquette standards during trade shows/exhibitions...the do's and don'ts.
- How to develop the closing habit and ask for the most appropriate form of 'commitment'.

Delivery Method

This highly interactive half-day workshop is a premium digital event, a highly interactive experience (so cameras on please) and definitely not just another webinar with places being limited to just 12 people. You will leave the session with a clear understanding of how to sell more effectively at Trade Shows & Exhibitions that you can immediately implement within your business.

How to Sell at Trade Shows and Exhibitions Delegate Feedback

“The workshop was extremely useful as I am new to trade shows and there were so many pointers that I would not have come up with myself. Key points for me were how to make the stand ‘standout’, how to engage with people and potential leads and how to manage the stand with the right people.”

Jim Davidson - Fyneside Developments Ltd.

“The training was extremely useful because I really enjoyed it and it met all my objectives...and more! What I learnt gave me the confidence to be proactive in initiating the planning process for our next exhibition. I found everything that was delivered to be informative and useful. I felt the course was delivered in a way that met my learning style and I really enjoyed it.”

Maggie McAlpine - Sunhope Packaging Machinery Ltd.

“The workshop was extremely useful as it will improve my approach to selling at an exhibition/trade show in a more mindful way. Thinking about customer benefits more I thought was really useful and a much better way to think about it rather than just telling customers about your product/s. I think this will make a big difference in my approach as I will put in more planning than I have done in the past to exhibitions.”

Laura McLean - Keela International.

“The course was extremely useful as the content was was detailed, clear and pitched just right. It was all extremely useful however the breakout sections and open discussions where I was able to hear other peoples ideas and experiences was also extremely helpful.”

Sarah Nutt - Rosa Lifestyle.