

Trade Show Staff Training Workshop

Deciding to attend a trade show is a large investment for any company. Preparation is essential: It's better not to go to a trade show than to go unprepared. Every person in your booth is an ambassador to your company, make sure they are prepared. Trade show attendees usually plan a list of whom they're going to visit before ever entering the convention center doors, make sure you are on that list.

Make sure your staff has the right tools to succeed with our Trade Show Staff Training course. A successful trade show will benefit your company on many levels. The most basic statistic is that it can cost half as much to close a sale made to a trade show lead as to one obtained through all other means. Get your staff trained and get to that trade show!

Workshop Objectives:

- Recognize effective ways of preparing for a trade show
- Know essential points to setting up a booth
- Know the Dos and Don'ts behaviors during the show
- Acknowledge visitors and welcome them to the booth
- Engage potential customers and work towards a sale
- Wrap up the trade show and customer leads



For more information or to reserve your spot in this workshop, please contact:

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CLASS CONTENT

Module One: Getting Started

Workshop Objectives
Pre-Assignment

Module Two: Pre-Show Preparation

Prepare for Physical Issues
Developing a Great Elevator Speech
Setting up a Schedule
Connect with Attendees
Case Study
Module Two: Review Questions

Module Three: Booth Characteristics and Set-Up (I)

Stand Out
Create a Booth Manual/Checklist
Technology
Scout a High Traffic Area
Case Study
Module Three: Review Questions

Module Four: Booth Characteristics and Set-up (II)

Signage
Match Your Brand
Private Area
Focus on a Message
Case Study
Module Four: Review Questions

Module Five: During the Show (I)

Company Objectives
Highlighting Your Product
Do Something Memorable
Social Media
Case Study
Module Five: Review Questions

Module Six: During the Show (II)

Classic Do's and Don'ts
Gamification
Walk the Floor
Keep the Distractions Away
Case Study
Module Six: Review Questions

Module Seven: Qualifying Visitors

Know the Answer
Engage with Qualifying Questions
Body Language
Listening Skills
Case Study
Module Seven: Review Questions

Module Eight: Engaging the Right People

Prospects
Time Wasters (Catch and Release)
Press
Competitors
Case Study
Module Eight: Review Questions

Module Nine: The Rules of Engagement (I)

Start With an Open-Ended Question
Record all Prospect Information
Be Specific with Your Message
Get a Commitment
Case Study
Module Nine: Review Questions

Module Ten: Rules of Engagement (II)

Having a Welcoming Environment
The Dos and Don'ts of Business Cards
Observational Skills
When Not in the Booth
Case Study
Module Ten: Review Questions

Module Eleven: After the Show

Review Information and Rank Your Leads

Follow Up with Your Leads

Send Information Promptly

Lessons Learned

Case Study

Module Eleven: Review Questions

Module Twelve: Wrapping Up

Words from the Wise