

## Trade Show Staff Training

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!



### Course Outline:

#### Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Pre-Assignment
- Action Plans and Evaluations

#### 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 Setup

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

#### **Module Four: Booth Characteristics and Setup (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: The Rules of Engagement (II)**

- Have a Welcoming Environment
- The Do's 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
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations