

Food & Drink Exhibitions Effective Stand Operation

Investing **time, effort** and **money** in the build-up to an exhibition is only one part of the exhibition equation. You need to make your investment work for you.

Equally important is how well your team stop, introduce and react with **customers and potential customers** while on the stand.

They are the actors and actresses at the show and they need to rehearse and perform well!!

Exhibitions provide huge opportunities to trade with new customers from all over the world– at a time when customers want to talk!

Selling from an exhibition stand requires a different set of skills from any other selling environment.

The Format

An interactive format lets people 'try out' techniques on a dummy stand, - one of the high points of the day and hugely valuable. Delegates also have opportunities to discuss their specific issues with the trainer.

RFM Training techniques come from being great trainers and a firsthand knowledge of the topic.

Delegates learn to develop key skills in:

- Clarifying objectives
- Planning checklist
- Promotional planning – attracting customers before the show.
- Stopping visitors - techniques
- Opening lines
- Dealing with 2 contacts at same time
- Qualifying prospects quickly
- The Sales Ladder
- Two way communication
- Listening skills
- Presenting products well
- Identifying buying signals
- Closing the Sale/Appointment
- Dealing with timewasters
- Quiet stands, busy stands
- Recording information
- Keeping alert
- Evaluation techniques
- Follow up procedures

We have trained delegates for:

- IFE, Excel London 2011 - 2017
- Speciality Fine Food Fair, 2014 - 2017
- Farm Shop & Deli show 2017
- FHC Shanghai, China 2014
- Northern Bar and Restaurant Show, Manchester 2014
- Royal Welsh Show 2016
- Royal Highland Show 2016
- Food and Drink Expo 2012, 2016
- Brussels Seafood show 2012
- Caffé Culture 2013- London
- Lunch! 2013 – London
- Scothot, Glasgow
- Gulfood, Dubai



Past clients include:

- Welsh Assembly Government
- Scottish Enterprise
- Scotland Food and Drink
- Nantwich Food Festival
- Visit Scotland
- Perthshire and Kinross Council
- Shetland Fish
- Bord Bia
- Invest Northern Ireland
- Enterprise Ireland, Dublin

What has been said...

"Our first show, and we got 200 leads – the training really helped us to focus"
(Small niche player)

"Hugely helpful. One of the best programmes I have ever been on"
(Village Bakery)

"We used all the techniques and tips from the course and our takings on the day were up 75% on last year's event"
(Small service provider)

Book a Session Now!!

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