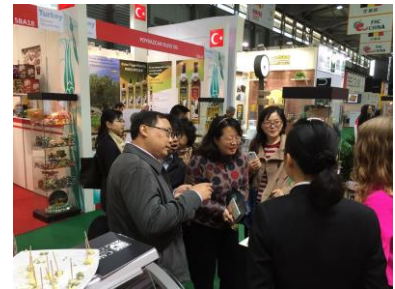


Building sales at Offshore Europe



Offshore Europe - a place to meet, greet and do business. Investing time, effort in your stand build-up is just one element.

Equally important is how well your team stop, introduce and react with existing and new customers on stand, on 1 to 1's, networking and social gatherings.

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

Offshore Europe provides huge opportunities to trade with new customers from all over the world – at a time when customers want to talk to you! 56,000 visitors.

It is highly competitive, - with short, sharp periods of time to make the deal, before they go elsewhere.

Stats tell us that in 2015, 30% of exhibitors gained business contracts from £50K to £10 million!

This RFM programme, tailored to Offshore Europe looks at developing/refreshing on stand operation skills for your most precious asset – your people.

Shows are costly - your team has to fully understand what they are doing!

Key skills rehearsed

- Clarifying objectives
- Promotional planning – 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

An interactive format of games ensures all delegates are participants, so have opportunities to practise techniques and rehearse for the stand!!

Outcome

- Greater confidence and skills
- More traffic to the stand
- Improved sales opportunities/ sales leads

Training delivered in-house, in external venues or on stand at exhibitions.

We have trained delegates for:

- Offshore Energy, Amsterdam 2016
- OTC Houston USA 2014; 2015
- Offshore Europe 2015,
- Showcase Ireland, Dublin 2015- 2017
- IFE London 2013, 2015, 2017
- CIPFA Conference, Glasgow 2016
- UK Space Conference, Liverpool 2015
- Game Developers Conference, San Francisco 2015
- Mobile World Congress, Barcelona 2015
- FHC Shanghai, China 2014
- Ecobuild 2013; 2014 London
- Decorex 2013 London
- Scoop Fashion Show, London 2016
- NY Now – New York 2016
- Northern Bar/Restaurant Manchester, 2014
- Chic China 2013
- ESE Brussels 2011
- Visit Scotland Expo 2013, 2015
- Clerkenwell Design Show 2012
- Food & Drink Expo NEC 2014, 2016
- Cyprus International Fair, Nicosia
- PLMA Amsterdam
- Gulfood, Dubai

What has been said...

"We vastly increased the number of good leads and actually got commitment from customers on stand. The preparation paid off."

"It was riveting, the best one day sessions I have ever been on."

Book Now!!

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