

Selling on stand at Exhibitions



Exhibitions - a place to meet, greet and do business. Investing time, effort in the build-up to an exhibition is just one element.

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

They are the actors and actresses at the show. 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!

It is a fiercely competitive market place; - you have short, sharp periods of time to make the deal, before they go to someone else.

This RFM programme looks at developing on stand operation skills for your most precious asset – your people.

This programme is tailored to specific shows and has been delivered to a wide variety of exhibition stand personnel.

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:

- Showcase Ireland, Dublin 2015- 2017
- IFE London 2013, 2015, 2017
- Offshore Energy, Amsterdam 2016
- CIPFA Conference, Glasgow 2016
- UK Space Conference, Liverpool 2015
- Game Developers Conference, San Francisco 2015
- Mobile World Congress, Barcelona 2015
- FHC Shanghai, China 2014
- OTC Houston USA 2014; 2015
- 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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