

Sales And Marketing

Trade Show Staff Training 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