

Excel at Exhibitions



Exhibitions

A place to meet, greet and do business. Investing time, effort in the build-up to an exhibition is only one part of the equation. Equally important is how well your team relate to and react with existing and potential customers on stand.

They are the actors and actresses at the show. Well targeted exhibitions provide hundreds of opportunities to trade – at a time when customers want to talk. It is a highly competitive market place where you have short, sharp periods of time to make the deal.

Any show is made up of the stand design and the special skills required when interacting on the stand.

This short programme from RFM looks at developing these skills for specific exhibitions, up skilling 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.

Key skills covered

- Clarifying objectives
- Planning checklists
- Promotional planning
- Stopping visitors
- Opening lines
- 2 contacts at same time
- Qualifying prospects
- Listening skills
- Two way communication
- Identifying buying signals
- Closing the Sale
- Dealing with timewasters
- Quiet stands, busy stands
- Follow up procedures
- Evaluation techniques

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

Outcome
Greater confidence and skills
More traffic to the stand
Improved sales opportunities

Shows are costly - your employees have to fully understand what they are doing!

Delivered in-house, outside venues, or at exhibitions.

We have trained delegates for:

- PLMA Amsterdam
- IFE, Excel London
- Speciality Food Fair, London
- Brussels Seafood Exhibition
- BBC Good Food Show
- Hotel Dubai
- Showcase, Dublin
- Pakex, NEC Birmingham
- Showbiz Expo, New York
- Balmoral Show, Belfast – Agri

Past clients include:

- Enterprise Ireland, Dublin
- True Taste of Wales
- Scottish Enterprise
- Reece Heath College
- Welsh Assembly Government
- Invest Northern Ireland
- B&CE Benefits, Crawley
- Baxall, Manchester

Book Now!!

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