



## "Exhibition sales training for non sales people"

Companies do exhibitions and not just people. In order to get the maximum results from exhibitions, it's important everyone buys into it. A joint strategy with everyone's buy in will yield even stronger results. This course is aimed at all back up staff in the organisation to understand and make the exhibition a success...it includes :

1. Developing shared goals for the exhibition
2. Set up a project plan for the show
3. How every individual can add to the success of the exhibition
4. Setting direct responsibilities pre, during and post show
5. Minimising the stress pre event