



## "How to really exhibit at an exhibition for maximum return"

Ok you have booked your stand at the exhibition and now the hard work begins! This course is aimed at anyone in the company who will be involved working the stand for the few days. It will focus on how to really work the show and get real leads and not just lots of names to bring back to the office. How to qualify buyers and do the real needs analysis to make closing natural either at the show or afterwards. Doing a show without knowing how to work it is like buying a great product but only using it once or using only some of the features. Including....

1. Learn how to spot real buyers
2. Eliminate time wasters
3. The right exhibition sales approach
4. How to bring back real leads after and next steps to closing them
5. Using your stand for multiple promotion opportunities