



## THE COURSE FOR EXHIBITORS HOW TO GET THE MOST OUT OF EXHIBITIONS

This event sales skill workshop has been specifically designed to focus on creating and exploiting the opportunities exhibitions provide. It's crammed full of hot tips for everyone who has a part to play in putting together the stand; for the techie guy who'd rather be in the office, the sales and business development teams and everyone in between. With sales skills finely honed you will secure new customers and build stronger business relationships. The front line sales team will be more resourceful, inventive, productive and inspired and the company will see an even greater return on investment in events.

### How the day will go:

Well all our courses start at 9.30 am so we ask delegates to arrive for 09.00. Try to aim for 09.00 as it will give you some time to settle down, have a coffee and mingle with other delegates before the sessions start.

We want to make the day as relaxed as possible; so unless you have an absolute fixation with suits, ties and formal business attire we would recommend a Friday dress down code.

The workshop incorporates presentations, break outs and role play, and a Q & A blitz. The full agenda is:

### **Driving the business through exhibitions**

How buyers use events – what's changed recently  
How events fit in to the sales and marketing mix  
Event sales, marketing objectives and ROI

### **It's all about you!**

*What makes or breaks the success of an event is how good the human interaction is between the exhibitor and the prospect buyer and how many positive connections are made before, during and after the event. This session works on individual's self preparation for the exhibition hall.*

#### FIRST IMPRESSIONS

Self preparation  
Impact of your style and appearance on others  
Working as a team  
It's not what you say it's how you say it!

### **Questioning Techniques**

*Creating rapport is critical to driving forward the sales process. After creating a positive first impression good questioning skills are essential. This session works on developing and practising effective questioning techniques.*

#### QUESTIONING TECHNIQUES

Instant rapport building techniques  
Communication skills – listening, probing and questioning (Group exercise & role play)

## **Working the stand – do's and don'ts**

A checklist of the do's and don'ts  
Examples of good and bad practice  
Rogue's gallery

## **Follow Up**

Critiquing the event  
Sales lead follow up

## **Money and what you'll get:**

The cost of this one-day course is £95 (excl. VAT) per delegate and for this astonishingly low price you'll get:

- All food and refreshments thrown in.
- Access to downloadable course notes from the day.
- An invite to join us and fellow delegates in our LinkedIn group.
- Regular updates on industry news.
- And, as a delegate, if you've got a question or a problem at a later date we're more than happy to try and help you out!

We take bookings for the courses on the phone, by [email](#) or through the [website](#). If it's the latter someone from the team will give you a call to let you know what will happen next and **all** delegates can expect the joining instructions the week prior to the course taking place.

## **For more information and to book your place:**

You can visit us at: [www.theknowitallsguide.com](http://www.theknowitallsguide.com)

You can email us at: [knowus@theknowitallsguide.com](mailto:knowus@theknowitallsguide.com)

You can call us at: 0845 331 3498 (Only accessible in the UK)  
+44 1825 733165 (International callers)

Or call Jane direct on: 07718 660018

## **Here comes the small print:**

Your place will be confirmed on receipt of payment. In the event of cancellation up to six weeks before the event 80% of the fee paid will be refunded within one month of notice of the cancellation being received. No refund will be made if cancellation is received less than six weeks before an event and the date of the event. Cancellations must be received in writing. Delegates may be substituted by another employee from the same company up to twenty four hours before an event.

Trainers/Speakers/Know It All's are selected one month prior to the event and all confirmed delegates will be informed of the speaker line up. The agenda is subject to change at any time. The Know It All's Guide reserves the right to refuse registration to...unsavoury people!

**It's great that you've downloaded this document but please think of the environment before printing!**

The Know It All's Guide Limited is a company registered in England and Wales under company number 7053937.  
Registered Office: 4 Fairlawn Court, Acton Lane, Chiswick, London, W4 5EE.