



# Trade Show Selling

## Program Description

If you usually sell at your customer's office, in a store, or over the phone, you will need a different set of skills to succeed at trade show selling. It requires a different approach, different from how you sell day to day. Some of the strategies you employ that work well for you in your daily sales function might very well hurt you on a trade show floor. During this program participants will learn how to develop a show plan, concentrate their trade show selling efforts for maximum results, and secure bigger orders.

### AUDIENCE

Sales Professionals

### DELIVERY OPTIONS

1 day, classroom

## Objectives

By the end of this program participants will be able to:

- Accomplish your company's trade show exhibition objectives
- Deliver measurable sales results that impact your overall corporate sales
- Increase business productivity and effectiveness from trade show participation
- Capitalize on untapped opportunities and turn leads into sales





*“Trade shows are unlike other sales channels. They can be lucrative – it only takes a few good pieces of business to make them pay. But, they can also be expensive and very labor intensive so you must do your homework and be prepared.”*

— Bruno Group Signature Events

## Program Benefits

*Trade Show Selling* is an interactive program where participants will leave with the understanding of the key differences between trade show selling and field sales. With this understanding, a value message and new ways to connect with customers are established. Participants will build an actionable plan that will include pre-show promotions, setting sales goals, and follow-up that will increase your overall *ROI*.

## Measurement/Evaluation

At NuVue Business Solutions, we believe in *Learning That Never Stops™* and it is with this approach that we will partner with your organization to help you measure initial behavioral changes and business results. Our goal is to help you turn training into action and action into results. Our Extended Learning System will help you ensure skills are transferred back on the job and you get the desired performance change.

