

EXHIBITORS IN SHOWS

Objectives

- Well qualify contacts
- Approach, meeting and closing techniques
- Adopt right behaviors

Concerned people

Every business player

Duration

1 to 2 days.
Possible to be individually coached

Pedagogy & Practice

- Methods and simple working tools bringing-in
- Building of your approaches
- Simulation and filmed face-to-face role-plays
- Self evaluation form

Know-How acquired

Specific prospection and selling techniques, during a show

Concerns both simple sales that can be done at the booth, and first contacts for more complex sales

Different types of shows - in-show approaches specificities

Direct sales – complex sales – etc. Why is the approach specific during shows ?

Mistakes to avoid

Concerning your welcoming behavior – your interlocutor's qualification – good and bad pitches – the closing

The meeting : 6 steps 1st step : welcoming

Good welcoming phases, what you should and should not say. The behavior to adopt. How to switch from a “simple” welcoming to a more active approach?

2nd step : qualification

Good questions to ask, on body and on layout : the interests of collecting a need and other fundamental questions

3rd step : convince

We all have pitches but few of us use true pitching techniques: how to be different from the competition, the EBCD. Interesting visual tools to use

4th step : answer to the questions or objections

OR (Objection- Reply) technique

5th step : present the price - negotiation

Sandwich technique and other techniques. Do we have to negotiate during a show ? When adapted, how to negotiate?

6th step : conclude

Possibilities to conclude (appointment or order, etc.) according to different scenarios. Purchase signals– key sentences to facilitate closing

Efficient oral communication

Master face-to-face – We are all different, but in how ? 6 styles : Security ; Pride ; Novelty ; Comfort, Agent ; Sympathy, recognize them, how to adapt to the different styles ?