

Ready for the Fair

Trade Fair Training for Sales Teams

English – German - French

Do these pictures remind you of your last visit at a trade fair? Maybe even of your own stand?



Surely, that is not how you gain new customers.

Trade Fair Training for Sales Teams

Languages: English, German, French

Trade fairs and exhibitions continue to be important meeting places for you and your potential customers. Yet, these encounters do not happen without planned and effective interactions. Design the micro processes for trade fairs differently from your competitors and achieve measurably more binding leads.

Learn how to approach visitors confidently, convincingly and successfully. Arrange more leads than ever before and engage in more effective conversation at the stand. Train with me and your sales team strong wordings adjusted to your company to talk to customers at the stand or when calling them on the phone for follow ups.

Use my extensive experience as sales and management coach. Book my trade fair training and learn how you can increase your performance at the next fair.

In a workshop your sales team and I first develop measurable goals and clear messages for your next appearance at a fair. The members of your team for the fair are going to be trained to approach visitors in a friendly and creative manner, professionally introduce themselves, ask for contact details, use the right questions to engage the potential customer and guarantee an ongoing contact. Important: The valuable know-how of your experienced staff is actively integrated into the workshop.

Another element of the trade fair training is a short introduction into lateral leadership and an efficient feedback culture within the team: How can team member correct, motivate and lead each other to become a winning team.

Because fair visitors often hail from all around the world we can – if necessary- conduct the fair training simultaneously in two or three languages, those being German, English and French. Educational material and handouts with effective wordings are going to be adjusted to your company. We further take into account special circumstances with respect to intercultural contact.

If desired we can arrange an additional on **On-site coaching**: We practice interactions and wordings directly at your stand during the first or second day of the fair. First we train in role play and once the doors open in the direct contact with visitors.

Complementing Modules:

- **Telephone training for follow up customer acquisition**
- **Negotiation training** for successfully negotiated contracts.
- **Training for successful Networking and Hosting Receptions**

Your Trade Fair Consultant and Coach



Manfred Ritschard is a licensed corporate educator as well as a registered expert for tourism with Advanced Federal Diplomas of Higher Education and a certified coach (NLP Master IANLP and NLP Trainer) with extensive experience as educator and coach for service and sales. He teaches marketing and sales management at colleges of higher education and is an engaging and competent speaker and trainer in the fields of service quality, sales processes, team leadership and trade fair marketing in German, English and French.