

## How Top Performers Sell

Trade show prospects are often busy and face distractions from all sides. Prospects are seeking an experience that captures their interest—something they can connect with and offers value. Top performing organizations know the value of creating a recognizable trade show presence.

Winning at Trade Shows is a proven approach that teaches trade show team members how to complete the arc of a successful trade show – from initial planning all the way to post-show follow-up, including the behaviors and logistics to capture attention, enhance the trade show experience, and achieve better business outcomes.



### Benefits of Winning at Trade Shows

- Identify the critical importance of **pre-show, show, and post-show collaborative involvement**
- **Determine ways to stand out**, not get lost in the shuffle, and make a positive impression at trade show events
- Discover **individual and team roles, responsibilities, and best practices** to ensure success
- **Gain the necessary skills to attract and effectively engage** with prospective customers in a trade show environment
- **Know how to efficiently gain and manage leads** while interacting on the trade show floor
- Recognize the **critical importance of interpersonal and booth enhancements** aimed at creating a positive experience
- **Devise an effective plan** for post-show review and lead follow up



### Quick Facts

#### Perfect for

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

#### Workshop Length

- 1-day or multi-day format

#### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

#### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

### Program Objectives of Winning at Trade Shows

- Define a **shared vision that encourages the right mindset and skillset** needed for trade show success
- Identify the **essential elements of trade show preparation**
- **Conduct an analysis of trade show objectives** and team member roles/responsibilities delegation to support achievement of objectives
- Identify ways to **promote the event and gain interest** prior to the trade show event
- Determine the **essentials of appropriate trade show staffing, engagement, and lead generation**
- Create and **engage in effective business conversations** that include aligned **Solution Statements**
- Practice effective **question asking skills** to pinpoint **prospect interest and needs**
- Determine **interactive ways to collect leads and generate sales**
- Plan ways to **effectively categorize and pursue leads** gathered during the trade show
- Identify **trade show best practices**
- Create **individual and team action plans**

### Maximize your sales training investment

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### Customization

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"We have had a great experience with Janek and their sales training services. We have had absolutely the most wonderful experience with everyone we've come in contact with. The training was exactly what we needed as an organization."**

**Katie Elliot**  
Sr. Process Analyst, CivicPlus



### About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

Ready to get started?

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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