

Trade show prospects are often busy and face distractions from all sides. To stand out as a premier exhibitor, your team needs Trade Show Selling.

Trade Show Selling is a proven approach that teaches sales professionals how to complete the arc of a successful trade show – from initial planning all the way to post-show follow-up, including the behaviors to capture the attention and interest of prospective customers.



Benefits of Trade Show Selling

- **Determine ways to stand out, not get lost in the shuffle,** and make a positive impression at trade show events
- **Gain the necessary skills to effectively engage and interact** with prospective customers in a trade show environment
- **Quickly recognize the communication styles** of prospective customers to create an instant connection and rapport
- **Know how to efficiently gain and manage leads** while interacting on the trade show floor
- **Recognize the critical importance of booth etiquette** in 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

Delivery Options

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



Program Objectives of Trade Show Selling

- Determine key outcomes of **implementing a successful trade show strategy**
- **Conduct an analysis of trade show objectives** and team member roles/responsibilities delegation to support achievement of objectives
- Create and **deliver an effective Trade Show Pitch** that includes three essential components
- **Recognize the four common communication styles** of trade show attendees and determine ways to quickly adapt
- Plan ways to **effectively follow up on leads gathered** during the trade show
- Identify the **essential elements of trade show preparation**
- Determine the **essentials of appropriate trade show etiquette**
- 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 or call **800.979.0079**

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