



Trade fair training

Making a successful appearance at trade fairs

Seminar objective

How do I achieve maximum sales success at a trade fair? This course prepares you for your next trade fair and, of course, for all future ones. You will become familiar with the personal and organizational requirements to increase your trade show success. For longer-term learning success, you will directly apply what you have learned through practical exercises. The goal is to successfully develop customer relationships at trade fairs, to distinguish interesting from less interesting contacts and to make the best use of your time on site. Here, the focus is on conversation management, questioning techniques and customer care.

Seminar content

Trade show preparation:

- How do I make the best use of the time available?
- The right attitude to trade fair work
- Exhibition stand and stand personnel
- The psychological basics of a trade fair conversation

Successfully assessing trade fair visitors:

- The correct assessment of a potential customer
- How do I recognize important customers?
- The importance of body language

The trade fair conversation:

- Addressing trade fair visitors
- Effective conversation openers
- The most important conversation techniques
- Targeted conversation management: successful selling
- What is the right balance between asking questions, listening and arguing?
- Behavioral training for trade show talks
- How do I conclude a conversation politely?

After the trade fair:

- The follow-up of a trade fair meeting
- Feedback on the trade fair appearance
- Recognizing potential for optimization

Methodology

Interactive and experience-oriented exchange
Practical exercises
Trainer input
Tips for transferring learnings into everyday life
Group input and advice

Target audience

The trade fair training is aimed at managers and employees of all industries responsible for participation in a trade fair who want to successfully maximize their company's presence.

Course ref.

VV5004

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location & dates

Münster

08.08.2024 – 09.08.2024
12.12.2024 – 13.12.2024
16.01.2025 – 17.01.2025
30.01.2025 – 31.01.2025
07.08.2025 – 08.08.2025
11.12.2025 – 12.12.2025

Fee

1.150,00 € (ex. VAT)
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift