

Why Training?

Your company has invested a significant portion of its marketing budget on a presence at a Trade Show. It is your responsibility to make sure the ROI makes it all worthwhile.

You've been given the responsibility of managing sales reps, marketing reps, senior management and technical staff, some of whom you have never met before. Each of these people have an entirely different skill set, comfort zone and goals.

Companies who do their training in house generally give this responsibility to the Exhibit Manager. Now you, the Exhibit Manager are presented with the following challenges:

- Getting the sales force to accept your authority on booth selling.
- Get your marketing department to communicate their goal for the show.
- Handling touchy situations such as appropriate dress, posture, etiquette.
- Telling senior management present they are there to talk to customers, not their coworker.



Real Word Strategies

You have to understand the realities before you can solve the problems. And the reality is--NO ONE WANTS TO WORK A TRADE SHOW.

Why don't they want to be there?

The Sales Staff:

- When you take a sales rep out of their territory you are taking money out of their pocket.
- most leads they generate won't go to them.

Technical Staff

- They are out of their comfort zone
- They are uncomfortable interacting with total strangers

So how do you get them all working together like a well oiled machine? Make sure they are well informed of your exhibit goals, they are properly prepared to communicate your company's message to the attendees, they know their competition, and you have a proper reward system in place for achieving their goals.



Let Us Train Your Team

Red Cedar will create a customized training program specifically for your company and your situation. Complete and effective training goes beyond booth etiquette. Red Cedar's training includes:

- A competitive analysis to make better use of your booth staff's time
- How to develop and communicate your company's goal
- How to use the right incentives to reach your goal
- How to collect more qualified leads
- Proper booth etiquette
- What to do when things go wrong
- How to create an effective lead follow-up plan to track your ROI and much more.

According to the Center of Exhibition Industry Research (CEIR) 75 percent of those who use outside training experts report their exhibit staff responded more positively. Why is that?

Our training staff has worked in sales and marketing as well as the technical field. We have also managed exhibit booths for several fortune 500 companies as well as small businesses. We get their respect because we understand where they are coming from.

Call us today for more information
215.635.3016.

