

# Compact: Ready and Successful at the Trade Fair



## VFA Trade Fair Training for interlift 2019

	Date/Time	Seminar/Workshop	Venue
MESSE-E	Tue 10.09.2019, 10:00 am – 04:30 pm incl. breaks	<b>Trade Fair Training</b> <b>English language!</b>	VDI-Haus Stuttgart

- **Good preparation and positive attitude towards trade fair work**
- **Effectively addressing German fair visitors**
- **Effectively addressing foreign fair visitors**
- **Convincing conversation openings**
- **Target-oriented conversation techniques for trade fair conversations: questions, listening and own argumentation**
- **Communicate corporate messages convincingly**
- **Perceive and judge body language**
- **Positive conclusion of conversation, convincing closing techniques**
- **The follow-up of the trade fair discussion**

Checklist for your preparation for the VFA trade fair training:

- Please dress for the seminar as you would normally dress for your trade show appearances.

- If you use name tags for your trade show appearances, please wear them on the seminar day, too.

- Other things you should bring along:  
Your company brochures, a smile on your face and a bit of curiosity.

The trainer works with a proven mix of theoretical input with short impulse lectures and practical exercises.

The resulting workshop character improves the depth of learning and the transfer to the upcoming trade fair presentation.

← Kalender - VFA-Termine 2019

Mo	Di	Mi	Do	Fr
14. Okt	15	16	17	18
		interlift'19; Augsburg		
		VFA-Forum interlift '19; Augsburg		
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## Registration

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Fax +49 40 727301-60

VFA-Akademie gGmbH  
Süderstraße 282  
D - 20537 Hamburg

No. MESSE-E Birth date for certificate \_\_\_\_\_

Member VFA

Please keep us informed on VFA activities by mail.

Title First name Last name \_\_\_\_\_

Company Dept. \_\_\_\_\_

Street No. \_\_\_\_\_

Country Postal Code City \_\_\_\_\_

Phone Fax \_\_\_\_\_

Mail \_\_\_\_\_

Booth No. interlift 2019? \_\_\_\_\_

Date Place Signature \_\_\_\_\_

## 6 compact units: Ready and Successful at the Trade Fair interlift 2019

### Ready and Successful at the Trade Fair

- Goals of trade fair attendance
- Attitudes and abilities that lead to success
- Special aspects of trade fair sales
- The trade fair conversation
  - Making contact with the visitor: When is the right time to stir interest? What words do we use?
  - Structuring the conversation and successfully leading the conversation
  - Questioning techniques and need analysis
  - Correctly using user-based argumentation: thinking from the customer's viewpoint
  - Coming to the end of the conversation, in form and content
  - The body also speaks: signals in body language
- The trade fair report as a tool for trade fair follow-up



Marc Breetzke, M.A., M.A.,

based in Tübingen, teaches, trains, and coaches managers, executives, entrepreneurs, and students worldwide in communication skills, leadership development and personal development. ("Depending on my client's needs, pretty much everything from Aristotle to Zig Ziglar.")

All trainings, seminars, coaching programmes, and workshops are available in German and English.

## Fees

### Trade Fair Training, English language

VFA members € 140 + 19 % VAT  
Non-members € 160 + 19 % VAT

#### Fees include:

Seminar documents, handouts, drinks and snacks,  
VFA Academy certificate

### Cancellation Fee

50 % of the participation fee  
starting 4 weeks before the date of the seminar

### Attendance

18 persons max.

## Organiser

### VFA-Akademie gGmbH

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