

Compact: Ready and Successful at the Trade Fair



VFA Trade Fair Training for interlift 2017

Course	Date/Time	Seminar	Venue
Messe-E	Mon 16.10.2017, 02:00 am – 06:00 pm incl. breaks	Trade Fair Training English language, native speaker	Messe Augsburg, Congress Centre

Effective presentation – more customer contacts – persuasively presenting your company – guiding sales-oriented conversations – successfully using trade fair opportunities in sales!

As the Trade Fair Training has been a great success over the last few years, we are again offering this success-perfecting course for yourself, your employees, and your management personnel.

The motivating trainer, who is a British native speaker, will bring you and your staff even closer to your customers and their needs: Through illuminating presentations, and the attendee's active participation in role-plays close to reality.

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.



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Registration

Mail anja.gietz@vfa-interlift.de
Fax +49 40 727301-60

VFA-Interlift e.V.
Süderstraße 282
D - 20537 Hamburg

Course No. _____ 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 2017 _____

Place Date Signature _____

www.vfa-interlift.de

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



Eric Molin, Trainer:
Rhetores, Munich - After studying Business and Information Systems, he collected 10 years hands-on in sales and sales management. He was a sales team leader in the USA and UK and also responsible for representation at trade shows. He is a certified Business English Trainer (London Chamber of Commerce and Industry) and certified Sales Trainer.

Fees

Trade Fair Training, English language

VFA members € 130 + 19 % VAT
Non-members € 150 + 19 % VAT

Fees include

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

Cancellation Charge

80 % of the participation fee
starting 4 weeks before the date of the seminar

Attendance 15 persons max.

Organizer

VFA-Interlift e.V.

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