

Compact: Ready and Successful at the Trade Fair



VFA Trade Fair Training for interlift 2013

Course	Date/Time	Seminar	Venue
651301-M1e	Tue, 14.05.2013, 09:00 am – 01:00 pm incl. breaks	Trade Fair Training English language, native speaker	MEILLER, Munich
651301-M1d	Tue 14.05.2013, 02:00 pm – 06:00 pm incl. breaks	Trade Fair Training German language	MEILLER, Munich
651301-M2d	Mon 14.10.2013, 09:00 am – 01:00 pm incl. breaks	Trade Fair Training German language	Messe Augsburg, Congress Centre
651301-M2e	Mon 14.10.2013, 02:00 pm – 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.

To meet increased demand, we are again offering the training on two dates: Sign up for the first seminar in May 2013 with four months to go until the fair, or for the second the day before the fair starts.

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
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VFA-Interlift e.V.
Rahlau 62
D - 22045 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 2013 _____

Place Date Signature _____

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



Matthias Hippe

Trainer of the English training:

Eric Molin, 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.

Trainer of the German training:

Matthias Hippe, MaxImpuls, Huisheim, Germany, comes from the event business and has many years of practical experiences as a manager both in the trade fair business and in the congressional business. As a CEO of the DVS German Sales Manager's School, he conceived practically oriented qualification seminars for sales people of all trades.

Fees

Trade Fair Training, German or English

VFA members € 110 + 19 % VAT

Non-members € 130 + 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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