

## EXHIBITION STAND CREW TRAINING



**cultivating excellence**

through coaching and training

[www.branch-out.eu](http://www.branch-out.eu)

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### WHY STAND CREW TRAINING?

Exhibitions and conferences are an ideal way of showcasing your company's products and services – and ultimately increasing your sales.

But they require a costly investment. Hours of time and energy are devoted to creating the best stand and the materials to support your exhibit. High fees are paid to organisers to secure your prime position.

Sadly, the most important ingredient of the exhibition package is often forgotten – the people who work on the stand.

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You need our *Exhibition Stand Crew Training* to ensure your team has the skills and knowledge to be first class performers from the moment they step onto your exhibition stand.

### WHAT ARE THE BENEFITS?

At the end of the training, your stand crew will:

- Achieve higher rates of immediate sales
- Achieve higher rates of follow up opportunities, of premium quality
- Attract traffic to your stand as a result of their enthusiasm, motivation and outstanding sales skills
- Make optimal use of the exhibition materials available to them
- Engage in effective communications with delegates
- Make the most of every opportunity that the exhibition presents

### WHAT DOES THE TRAINING COVER?

The content of our stand crew training is tailor-made for you. We take into account:

- The requirements of your company
- The type of exhibition/s you are involved in
- And the pre-existing experience and skills of the participants

The topics below can be used as a springboard for programme design.

- Understanding objectives and targets for your exhibition, and achieving them
- How selling at an exhibition stand is different to other selling
- Reviewing the roles, responsibilities and expectations of the team
- How to accurately identify your customers
- Communicating with multi-cultural delegates
- Using exhibition stand materials effectively to strengthen core messages
- How to manage difficult issues with confidence and finesse
- Handling delegates' questions with ease
- Being aware of PR activities during the congress and knowing how to exploit these to your advantage

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**Your competitors will have 'good' performers, whereas your sales team will be 'outstanding'.**

### WHO IS IT FOR?

The training is for all personnel who work on your exhibition stand, whether or not they have exhibition experience.

### THE BRANCH OUT MODEL



### THE BRANCH OUT APPROACH

At Branch Out, we believe that it's only with the right mix of **language**, **cultural awareness**, and **personal skills** that you can succeed in international business. That's why all our training programmes always include these three essential elements.

No matter what focus your stand crew training takes, we'll equip your team with the right language to use at an exhibition, the cultural sensitivity to deal with all manner of delegates and the personal skills needed to achieve sales.

### ADDITIONAL SERVICES:

#### EXHIBITION LOGISTICS

Why burden your company with taking on the extra work involved in the organisation of the stand crew? The many tasks involved in recruiting and co-ordinating the team takes you away from your core responsibilities. Outsourcing the logistics to Branch Out means you can remain focussed on the bigger picture.

#### EVENT MANAGEMENT

If you do not have a dedicated events manager, you might like to consider letting us manage your exhibition for you. We will advise and guide you through the entire process step-by-step. If you or your team have little experience managing an exhibition, then this service is for you.

We can help you with:

- Event design & planning
- Pre-event marketing
- Destination & venue advice
- Booking & liaison
- Participant invitation
- Registration
- Transport & accommodation
- Speakers
- Entertainment
- Budget management

**To talk with Branch Out about how to make every exhibition a success telephone +31 (0)70 888 2899 or visit our website [www.branch-out.eu](http://www.branch-out.eu)**



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