

Signature Series

TM

~ SELLING AT THE CIRCUS ~ TRADE SHOW SELLING SKILLS

Marketing at a trade show or consumer event is unlike anything that your sales team will face. The concentration of displays, sights, sounds, and people create a circus-like atmosphere. The standard approaches that work with a client one-on-one are ineffective at these kinds of events. To maximize your return from your trade show investments your people need to engage and disengage quickly while presenting a professional image for your organization. We can help them learn how to create rapport, qualify prospects, and generate better cost-per-lead performance. We also work with them to focus on benefit selling and flexing to interpersonal styles. Our management version assists people plan better and more effective events.



Thomas-Ritt

Helping Business-to-Business Succeed.

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