High-Impact Trade Show and Event Sales Excellence Training Course



26 - 30 Oct 2026

Geneva

5900 € (Per Person)

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Course Introduction / Overview:

In today's competitive business landscape, trade shows and events represent a significant investment and a powerful platform for lead generation, brand building, and direct sales. However, success is not guaranteed by simply showing up. It requires a strategic, systematic approach to transform presence into profit. This course is designed to equip sales and marketing professionals with the advanced skills needed to maximize their return on investment from every event. Drawing on principles from industry experts like Allen Konopacki, author of "The Dynamics of Trade Show Selling," we move beyond basic booth etiquette to a comprehensive sales methodology. Participants will learn to set clear objectives, execute targeted pre-show marketing, engage prospects effectively on the floor, and implement a robust post-show follow-up system to convert leads into loyal customers. BIG BEN Training Center has developed this program to provide a complete A-to-Z blueprint for turning trade show participation into a predictable and highly profitable sales channel, ensuring every event contributes directly to the bottom line.

Target Audience / This training course is suitable for:

- Sales Directors and Managers.
- Business Development Executives.
- Event Marketing Specialists.
- Account Managers and Representatives.
- Product Managers and Specialists.
- Marketing and Communications Professionals.
- Small Business Owners and Entrepreneurs.
- Exhibition and Booth Staff.

Target Sectors and Industries:

- Technology and Software.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Professional Services and Consulting.
- Hospitality and Tourism.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Organizations.
- Financial Services and Banking.

Target Organizations Departments:

- Sales and Business Development.
- Marketing and Communications.
- Product Management.
- Corporate Events and Exhibitions.
- Customer Relationship Management.
- Strategic Partnerships.
- Public Relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic event sales plan with clear, measurable objectives.
- Implement effective pre-show marketing campaigns to drive booth traffic.
- Design and manage a high-impact booth that attracts and engages target prospects.
- Master advanced techniques for qualifying leads quickly and accurately on the show floor.
- Deliver compelling product demonstrations and sales presentations in a busy event environment.
- Execute proven strategies for handling objections and closing sales during the event.
- Create and implement a structured post-show follow-up process to nurture leads.
- Calculate and report on the return on investment (ROI) of trade show participation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and results-oriented. This course moves beyond theoretical lectures to immerse participants in a dynamic learning environment that mirrors the challenges of a real trade show floor. We utilize a blend of expert-led instruction, in-depth case study analysis of successful and unsuccessful event campaigns, and collaborative group workshops. A significant portion of the course is dedicated to hands-on exercises, including role-playing scenarios for engaging prospects, qualifying leads, and handling difficult objections. Participants will work in teams to develop a complete trade show strategy for a sample company, from setting objectives to planning post-show follow-up. This applied learning approach is reinforced by peer-to-peer feedback and continuous guidance from the instructor, ensuring that participants not only understand the concepts but can also confidently apply them to their own organizational context immediately upon returning to work.

Course Agenda (Course Units):

Unit One The Strategic Foundation of Trade Show Success

- Defining the role of trade shows in the overall sales and marketing strategy.
- Setting SMART objectives for lead generation, sales, and brand awareness.
- Conducting thorough pre-show research on attendees, competitors, and the market.
- Developing a comprehensive event budget and resource allocation plan.
- Integrating the trade show plan with digital marketing and social media campaigns.
- Selecting the right events that align with your target audience and goals.
- Establishing key performance indicators (KPIs) to measure event success.

Unit Two Pre-Event Preparation and Booth Management

- Crafting a compelling pre-show marketing and communication plan.
- Strategies for effective appointment setting with key prospects before the event.
- Designing a booth that attracts attention and facilitates meaningful conversations.
- Developing clear and concise marketing messages for event signage and collateral.
- Training and preparing booth staff for their roles and responsibilities.
- Logistical planning for shipping, setup, and teardown.
- Creating engaging giveaways and promotional items that support your brand message.

Unit Three Mastering Engagement and Lead Qualification on the Floor

- Techniques for proactively engaging booth visitors and starting conversations.
- Developing a powerful and concise elevator pitch for the event environment.
- Using open-ended questions to uncover prospect needs and pain points.
- Implementing a systematic lead qualification process to identify high-potential buyers.
- Mastering active listening and non-verbal communication skills.
- Strategies for managing booth traffic and ensuring all visitors are acknowledged.
- Utilizing technology for efficient lead capture and information gathering.

Unit Four Advanced On-Site Sales and Closing Techniques

- Conducting effective and persuasive product demonstrations.
- Structuring a compelling sales presentation for a trade show audience.
- Techniques for handling common objections and navigating difficult questions.
- Identifying buying signals and knowing when to advance the sale.
- Strategies for negotiating and closing deals directly on the show floor.
- Managing interactions with existing clients versus new prospects.
- Gathering competitive intelligence ethically and professionally.

Unit Five Post-Show Strategy and Measuring Event ROI

- Implementing a rapid and structured post-show follow-up sequence.
- Prioritizing and assigning leads to the sales team for immediate action.
- Crafting personalized follow-up communication for different lead categories.
- Nurturing long-term leads that are not yet ready to buy.
- Analyzing event data and performance against established KPIs.
- Calculating the true return on investment (ROI) of your trade show participation.
- Creating a comprehensive post-show report with key findings and recommendations for future events.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an increasingly digital world, how can the tangible, human-centric experience of a trade show be leveraged to create a competitive advantage that digital marketing alone cannot replicate?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic, end-to-end framework for trade show success, rather than focusing on isolated skills. While many programs may teach on-site sales tactics, this training integrates every phase of the event lifecycle, from strategic pre-show planning and marketing to meticulous post-show follow-up and ROI analysis. We emphasize the critical link between marketing efforts that drive traffic and the sales team's ability to convert that traffic into measurable business. The curriculum is built on practical, actionable strategies that can be immediately implemented, moving beyond theory to provide participants with templates, checklists, and processes. Furthermore, the course places a strong emphasis on measurement and accountability, equipping attendees with the skills to definitively prove the value of their event marketing investments to senior leadership. It is this comprehensive, results-driven approach, which treats trade shows as a scientific and manageable sales channel, that sets it apart.