

CFAS6.3

Sell products and services at trade fairs, exhibitions or conferences



Overview

Trade fairs and exhibitions are a major investment of time, money and effort and it is imperative that sales people take every opportunity that arises.

This unit is designed to focus on the range of activities associated with preparing for and taking part in a trade fair or exhibition and the organisation that is needed to make the most of the sales opportunities they present.

This unit is for; Sales Executives

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Performance criteria

You must be able to:

- P1 identify the targets for sales and creation of prospects during the event and the sales message that will be used to achieve this
- P2 invite sales prospects to the event in a way that makes it feel a worthwhile experience for them
- P3 agree procedures for collecting names, addresses and business cards of potential customers attending the event and identify the dress code
- P4 prepare for the event by getting up to date with product literature, prices lists, up-selling and cross-selling opportunities and how to sell at the event
- P5 evaluate other contributors to the event and identify ways in which your organisation's products or services could be sold as a complement to theirs or in competition with theirs
- P6 work with other exhibitors to identify areas of compatibility and agree joint opportunities for the sale of add-ons, up-selling or cross-selling
- P7 assess delegate lists for those attending the event and identify target prospects
- P8 use appropriate verbal and non-verbal communication to attract and engage your target audience and keep your conversation focussed to find quick ways to establish your customer's needs and wants
- P9 collect and use customer testimonials and case studies to support your sales message at the event
- P10 gain commitment for sales or follow-up meetings after the event and avoid inviting rejection and make appointments for follow-up meetings, ensuring that the right people are available for that meeting
- P11 evaluate the effectiveness of your sales approach at the event and reflect on lessons learned for future events

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Knowledge and understanding

You need to know and understand:

- K1 the purpose of exhibitions, trade fairs and conferences and how they produce sales opportunities
- K2 how to prepare and plan for events
- K3 how to use your time effectively during events
- K4 what promotional materials are needed for the sales event
- K5 how to cross-sell and up-sell during events
- K6 how to use verbal and non-verbal communication skills effectively and how to avoid negative behaviours
- K7 different methods and processes for collecting and recording sales leads information
- K8 the importance of following up leads after the event
- K9 how to evaluate the effectiveness of sales events and measure overall success

Industry/sector specific knowledge and understanding

- K10 legal, ethical and social requirements relating to selling at trade fairs, exhibitions and conferences in your industry/sector
- K11 which events are most appropriate to your industry/sector
- K12 competitor activity in relation to attending trade fairs, exhibitions and conferences

Context specific knowledge and understanding

- K13 sales strategies, plans and targets and how important the sales event is in achieving them
- K14 your role and responsibilities in relation to the event
- K15 literature and promotional materials available to you during the event
- K16 the layout of the event and how to use available space effectively
- K17 the dress code for the event
- K18 who to go to for help during the event
- K19 the scope of your authority in your own area of responsibility
- K20 the process for capturing customer and prospect information during the event
- K21 the timelines for the event
- K22 who else is attending the event and what are their roles

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Additional Information

Behaviours

1. you work with others to plan and prepare for events
2. you demonstrate an in-depth knowledge and understanding of your organisation's products and services
3. you follow the agreed dress code and dress for success in the context of the event
4. you communicate key selling messages effectively
5. you adopt positive verbal and non-verbal communication messages
6. you stay alert all times and are professional in all dealings with customers
7. you use resources effectively during the event to maximise sales success
8. you evaluate sales effectiveness after the event

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7129 Sales related occupations nec

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