
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 standard 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 standard is for sales professionals who sell products and/or services at trade fairs, exhibitions or conferences.

**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 and/or service 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 the organisation's products and/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 the target audience and keep the conversation focussed to find quick ways to establish the customer's needs and wants
 - P9 stress unique selling points and points of differentiation
 - P10 collect and use customer testimonials and case studies to support the sales message at the event
 - P11 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
 - P12 evaluate the effectiveness of the sales approach at the event and reflect on lessons learned for future events

Knowledge and understanding

You need to know and understand:

- K1 legal, ethical and social requirements relating to selling at trade fairs, exhibitions and conferences in the industry/sector
- K2 which events are most appropriate to the industry/sector
- K3 competitor activity in relation to attending trade fairs, exhibitions and conferences
- K4 the purpose of exhibitions, trade fairs and conferences and how they produce sales opportunities
- K5 sales strategies, plans and targets and how important the sales event is in achieving them
- K6 how to prepare and plan for events
- K7 how to use time effectively during events
- K8 what promotional materials are needed for the sales event
- K9 how to cross-sell and up-sell during events
- K10 how to use verbal and non-verbal communication skills effectively
- K11 different methods and processes for collecting and recording sales leads information
- K12 how to evaluate the effectiveness of sales events and measure overall success

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Originating organisation	Skills CFA
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Relevant occupations	Marketing and sales managers; Business sales executives; Sales accounts and business development managers; Telephone salespersons; Sales related occupations
Suite	Sales (2013)
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