

# Successful Trade Show Selling



## REGISTRATION INFORMATION

We'll put your workshop  
registration information  
here.

### *27 Strategies To Bring Home More Qualified Leads!*

- ◆ **10 Tips For Pre-Show Planning**
- ◆ **10 Techniques For Attracting  
Qualified Prospects To Your Exhibit**
- ◆ **7 Proven Ideas For Transforming  
Those Prospects Into Customers  
Following The Show**

## Greater Profits Come With Systems

Businesses prove the strength of systems every day. Processes enable consistency in customer service, timeliness of payroll disbursement, and ease of transition as employees leave and new employees are hired.

Few companies have considered leveraging those same strengths in their costly trade show investments.

Selling in a trade show environment requires a different approach from that used in the more traditional sales settings.

It's not unusual for a company to invest thousands of dollars over the course of a year sending people to work a trade show without adequately training those sent.

In this workshop, you'll learn the secrets of proven approaches to getting the most from your trade show investments.

**Your Presenter Karl Schaphorst**, Sr. Vice President of Sandler Training, has been a sales professional for twenty years. Karl served as account manager, account executive, sales manager, and general sales manager during his twenty-year career at Trane.



He became familiar with the Sandler Selling System while serving as general sales manager - training and coaching his direct reports on the Sandler System. Karl came to Sandler Training with a strong background in sales and a firm belief that the Sandler Selling System consistently produces strong results.

