



## "Selling exhibition space - more square metres in less time"

This course is aimed at exhibition and event sales people who need to sell more in less time and work on multiple events at the same time. How selling an exhibition/event is different from any other form of promotion and how it's difference is one of its biggest selling points. Including:

1. How to sell the sizzle and not the sausage
2. Selling a perceived high price service
3. How to find the right prospects
4. Going from prospect to exhibitor in record time
5. How to avoid/reduce discounting