

EXHIBITOR SALES TRAINING

"The Nine Biggest Neglects at Tradeshows"

TUESDAY, DECEMBER 5, 2023

9:00 am - 11:00 am

CAMTEC | 43636 WOODWARD AVE. BLOOMFIELD HILLS, MI 48302

WHO SHOULD ATTEND?

Anyone exhibiting in the 2024 tradeshow, new or returning.

- *Has your company ever invested marketing dollars for a booth at a trade show and felt you did not get your money's worth?*
- *Concerned when people enter your booth ... only to leave uninterested?*
- *Learn what to do BEFORE the show ... to make it the best show ever!*
- *Tired of 70% of your trade show leads going to waste?*
- *Frustrated that the right people don't show up at your booth?*

These are just some of the topics that will be addressed during this informative event!

WHAT YOU'LL LEARN

- *The nine biggest mistakes companies make at tradeshows and how to avoid them*
- *How to attract more prospects to your booth*
- *Tips on what to do BEFORE and AFTER the show*
- *How to increase your sales closing percentage from trade show leads*



PRESENTER

Matt Stephens has been the recipient of numerous awards for his sales production, training, and coaching. As a Sandler Associate, Matt has helped a number of his companies develop a process for obtaining more qualified prospects/opportunities in a very short period of time. His success is attributed to his loyal service at a level at which his clients consider him a trusted and valued partner.

E-mail the completed form below to training@buildwithcam.com or register online at www.BuildwithCAM.com/events

Name: _____ Name: _____

E-mail _____ E-mail _____

Company: _____ Booth: _____

REGISTRATION IS FREE FOR 2024 GREAT LAKES DESIGN & CONSTRUCTION EXPO EXHIBITORS!

- *Limit 2 attendees per exhibiting company*
- *Pre-registration is required!*
- *Registration deadline is Friday, December 1, 2023.*