

## TRADESHOWS academy

Get prepared for Export, ready for the Show and for the Commercial Follow-up

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Participation in international trade fairs, a key step in a company's commercial approach, requires a level of preparation and methodology, just as the process of product development (eg. software) or the systemization / industrialization of sales. If each company has its specificities, it exists nevertheless a set of good practices that should help optimize its chances of success at trade shows or economic missions.

The purpose of those workshops is to provide **practical advice** to **optimize** the energy, time and budgets allocated to participation in international technology fairs, or economic missions.

2 workshops are organized, each lasting 3 hours, followed by an individual follow-up to ensure the proper implementation of the concepts developed.

## Module 1: Get Prepared for the Show (and for export!)

The success of a trade show participation depends primarily on the level of readiness of the company to export its products and services. It is essential to be aware that the development of a clientele abroad, directly or through commercial partners (resellers, integrators, distributors), requires that the various departments of the company are ready.

- Product or Service
- Internal Company organization
- Sales Kit
- Finance

This training module covers a set of domains, in the form of checklists, which are impacted by the internalization process linked to participation in an international trade fair.

## Module 2: Show-time and Follow-up

The success of its presence at an international fair goes well beyond the logistical aspects of booking a plane ticket and a hotel.

- Preparation prior to the fair
- Stand preparation
- The products presented
- the commercial pitch

And of course, the success of a fair will largely depend on the follow-up of contacts that have been established. Follow-up that must be prepared ... before the fair.

## Module 3: Personal Coaching

Personal follow-up for each participant to the Training, to help them apply some of the best practices discussed during the training.

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### PARTNERS

