



About the Speaker:

Peter Schor, business educator, coach & consultant, has been conducting seminars and working with manufacturers in ALL segments of industry for 15 years. You can reach Peter at phone: 503-570-7664 or by e-mail at pschor@ix.netcom.com OR
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Get The Most From Your Trade Booth Investment!

**"Booth Camp"
By Peter Schor**

Is your trade show staff ready to produce greater results, generate more qualified sales leads, and have better results and FUN at the show?

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**Important Training
Information Inside!**

Get The Most From Your Trade Booth Investment!

Booth Camp

This program is designed to provide Professional preparation prior to Your exhibition to improve:

- Sales Results
- Selling Skills
- Attitude
- Efficiently evaluating the needs of booth visitors
- Ability to adapt & change to audience.

This training will help you maximize the return on your trade show efforts and investment.

Testimonial:

"Peter delivered spectacular results, as promoted....and more!"

- Rick Fine, Cambridge-Lee Industries

Topics included:

Trade Show Attendees

Who they are, why they attend, and their expectations.

Trade Show Etiquette

The do's and don'ts. Press and media -----developing relationships. How to maximize sales efforts.

Trade Booth Tips

Design a win-win program. Motivate, Circulate and Educate.

Excellent training for beginners and a great refresher for the experienced.



Tips that will make your show highly successful

- Attitude is Everything!
- The Two-Minute "Bonding" Process
- Establish Rapport
- Ask Questions to Reel Them In
- Handling Crowds
- After Show Follow-up
- Professional Business Behavior
- Exhibit Staff Incentives

Peter's Tips-- guaranteed to make your Trade Booth Investment successful.