UNIT 7 - EXHIBITIONS AND EVENTS - TIII 2019

Study this set online at: https://www.cram.com/flashcards/unit-7-exhibitions-and-events-tiii-2019-10428135

Trade show	a large exposition to promote awareness and sales ofespecially new products within an industry
Trade exhibition	a public event where businesses and otherorganizations show their products and services so that people from othercompanies can look at them and decide whether to buy them
Trade fair	alarge event at which companies show and sell their products and try to increasetheir business
Display	put (something) in a prominent place in order that it may readily be seen.
Brochure	atype of small magazine that contains pictures and information on a product or acompany
Stand	a rack, base, or piece of furniture for holding, supporting, or displaying something
Exhibitor	a person who displays works of art or other items of interest at an exhibition.
Stand staffer	an employee at the stand at the trade fair

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World-class event	ranking among the world's best; outstanding event
Info-counter	alevel surface (such as a table, shelf or display case) over which transactions are conducted or food is served or on which goods are displayed or work is conducted
Fascia panel	the sign above the window of a shop, where the shop's name is written
Front glass panel	thefront of the stand, which is mostly stuck posters, the logo of the company
Rotating lightbox cube with logo	abox that is high above the stand,on all four sides there is a logo to seepeople
Back/side walls	walls that separate stands
Make an offer	toask someone if they would like to have something or if they would like you todo something
Counter-offer	asituation in which a company or organization offers an employee more money or abetter job in order, for example, to try to prevent them moving to anothercompany or organization where they have been offered a job

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Reject an offer	to refuse to accept, use, or believe something or someone
Ask for a concession	you ask another part to agree to let you do or have something, especially in order to end an argument or conflict
Make a small talk	conversation about things that are not important, often between people who do not know each other well
sales lead	is the identification data gathered from a prospective buyer of a product or service
deal with the customer	to take the necessary action to convince the visitor to buy the product
Overcome objection	to remain steady in a situation when someone complains
Get a firm commitment to	to get the firm promise from the visitor for buying the product
Gather customer data	Customer data is information held on file about customers by a store or other business, usually including names, contact details, and buying habits.The loyalty card helps the company gather customer data, such as individual preferences and spending patterns

Generate interest in your product or service	to make the customers create the interest for your products or services