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TRADE SHOW: SITV

Presented to Mr. Hamed Afifi

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On October 22nd my group and I had the opportunity to attend Le Salon de Tourisme held at Place Bonaventure. The entire experience was generally great. We were fortunate enough to have spoken to professionals from our industry. It was very interesting to see firsthand how selling techniques are put into action. Walking into the trade show I was overwhelmed by the amount of kiosks there were. Although my experience at the trade show was relatively good. There were unfortunately certain sales people who didn’t portray the behavior I was expecting. Some were unprofessional as well as a few were caught on their cell phones. This was mainly seen in smaller companies. As for bigger companies seemed to have well trained sales people to represent them. Although when asking them questions, they sounded rehearsed and not very knowledgeable about their product. As I asked them specific questions about the sales techniques and procedures, they were unable to answer me. I also found it rude that they were unable to lend us their time due to the fact that we were students.

One of my favorite kiosks what the Air Canada kiosk. I found it very aesthetically appealing, and the marketing procedures they used were smart. I liked the way they gave visitors the chance to try out the new seat and explained to us the new features Air Canada was offering. The flight attendants were professional and properly groomed to the standards of Air Canada. All these details made Air Canada stand out from other companies and especially other airlines. Compared to the other airline companies on demonstration at the trade show, Air Canada seemed to had generated more interest than others. Overall, the experience helped my group and I gain knowledge about the industry which was very interesting.