



Trade fairs are wonderful opportunities for businesspeople like you to make new connections, attract customers and check out the competition. In this section you will find a collection of phrases and expressions you can use in various situations at a trade fair.

Golden rules for trade fairs:

- Avoid yes / no questions.
- Don't approach the customer too early.
- Make sure the customer can test the product for himself.
- Try to get his visiting card asap.

Things to find out from the customer:

- Familiarity with your products?
- Familiarity with your competitors' products?
- Problems with the products used so far (especially with your competitors)?
- Special interest in one product?

Good first questions (new/potential customer):

- Do you know our solar panels?
- What can I show you?
- How can I help you?

Good first questions (long-standing customer):

- Ms / Mr. ..., long time no see! (Lange nicht gesehen). How are you?
- Ms / Mr. ..., (how) nice to see you again! How are you?

Useful phrases:

- Why don't you try it (for) yourself?
- Would you like to try it (for) yourself?
- Maybe we can speak about that over a cup of coffee.
- Help yourself (1 person) / yourselves (2 or more people).. to milk and sugar.
.. to biscuits.

How to end the conversation:

- Alright, Ms / Mr. ... I've written down that you're interested in our new solar panels. I'll send you all the details as soon as I'm back in the office.
- What else would you like to know more about?
- What else can I send you?
- Okay, Ms / Mr. ... so much for our new solar panels. Are you interested in any other of our products?



If you want to signal that you would like to end the conversation, say **Okay, So or Alright** and use the person's name!

The very last words:

- Thank you (very much for your interest in our products)
- Nice to have met you.
- Thank you for coming to see us.
- It was good to talk to you personally again.