



Staff Brief: Sales Hub - UK Black Business Show

About the Sales Hub:

The Sales Lounge is a dedicated space designed to attract and engage potential *exhibitors* for next year's UK Black Business Show. Your role is crucial in creating a welcoming environment where businesses can learn more about exhibiting/sponsoring and register their interest.

Staff Responsibilities:

Your Role:

- Greet visitors & welcome people into the Sales Lounge
- Ask if they are interested in exhibiting or if they have exhibited before?
- Tell them the benefits of being an exhibitor at the UK Black Business Show – like networking, selling products/services, and get exposure - show exhibitor pack where it has all the relevant information (brief run through will be provided on the day of the different packages available)
- Ask visitors if they are interested in exhibiting next year and take their details for a member of the team to get in touch on the sheet that will be provided
- Booking forms will be available if the attendees wishes to book on site on the day - will provide brief on the day
- If a client is interested in sponsorship or is from a corporate company and they want information - please inform them that a staff member will be on their way (call Shreeya on the number below)

End of Shift Procedures:

- Return all materials and completed forms to the supervisor.
- Participate in team debriefing if requested.