

# Performance-Based Training®

## The Pinnacle Method™

The Pinnacle Method is a unique and innovative learning system that leverages our acclaimed Performance-Based Communication Skills® to empower you to clearly and concisely deliver your message with purpose. Through a series of customized, interactive simulations and a detailed focus on delivery, our video intensive training will instantly help you become a more confident, credible and compelling communicator.



## Trade Show Communication: Engaging on the Exhibit Floor

In this exercise-driven workshop, participants will learn to attract, engage and retain exhibition attendees' interest. From the greeting, to the elevator pitch, to adapting your company's message for each interaction, participants will learn to create a positive lasting impression that turns passers-by into prospects.

### After taking this workshop, participants will be able to:

- Maximize traffic to and retention at their booth
- Generate interest in their company
- Master an effective elevator pitch
- Make an engaging and strong first impression
- Capture and maintain attendees' attention
- Handle difficult questions or objections with confidence and credibility
- Create a positive lasting impression

### Additional Performance-Based Workshops available

Contact us for details on customized curriculum in these categories and others:

- Performance-Based Communication and Presentation Skills®
- Executive Communication Skills
- Communication Skills for Virtual Environments
- Communication Skills for Customer Service Excellence
- Specialty Communication Skills Training

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