



SOLUTIONS FOR BUSINESS OWNERS

Staff Behavior at Trade Shows and Events

When entertaining clients in groups, make sure that your staff is formally briefed as to how to conduct themselves.

Whether at Trade Shows or company events, they need to be prepared to talk business and focus on the results you want to achieve. Under no circumstances should they be the "entertainment".

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Edge Initiatives is the brainchild of **business guru** Steve Davies. It exists to help executives run their businesses more effectively and offers business solutions that cover most situations faced by owners and executives trying to bring their business to the next level.

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