



Your sales representatives are under pressure everyday to outperform the competition and bring home the sales that will boost the bottom line of your company. You are a team of three sales managers and have prepared a 10 minute training workshop for your sales representatives. You will cover a specific sales related topic that you feel your sales representatives need to understand better. Your sales reps are the remainder of the class.

In preparing and researching your workshop, include your personal experiences and observations as well as those of others including class guest speakers. Your presentation will be 10 minutes in length plus 5 minutes for questions. Email your PowerPoint presentation to rob.roy@usask.ca the day prior to your presentation so it can be loaded onto the computer for class.

The topics available for your workshop are included below. Your team of three will sign up for the topic of your choice on a first-come, first-served basis. A sign-up sheet will be posted outside room 3C74 on Friday March 8 at 8:00am.

This sales rep training workshop is worth 15% of your term mark. You will be evaluated on the content of your presentation, the visual quality of your presentation, your presentation ability, and your ability to answer questions from your sales representatives who will also participate in your evaluation. Your team of three sales managers must contribute equally in the preparation and delivery of your workshop.

Topics

1. Personality Traits for Sales Success and the Importance of Sales to a Business
2. Time Management and Setting Goals
3. Professional Behaviour and Development
4. Compliance Principles and Tactics
5. Territory Planning
6. Prospecting
7. Step #4 of the Consultative Sales Process: Asking Questions
8. Step #7 of the Consultative Sales Process: Selling to Need-Feature-Benefit
9. Step #8 of the Consultative Sales Process: Get a Go-Forward Commitment and Closing the Sale, Asking for the Order and Post Call Follow-Up
10. Negotiating and Handling Obstacles
11. Customer Relationship Building: Account Planning
12. Good Customer Service: What's Involved in Sales People Providing Good Customer Service

Be sure to do your own original work. Students are expected to be familiar with the University regulation with respect to "Academic Honesty" available at http://www.usask.ca/university_secretary/honesty/