

Development Blocks

List of Topics

All topics are available at UTISC.

Topics will run fall and/or spring at Sales Connection.

Descriptions available on p2.

Both Semesters	Fall Only	Spring Only
	More of a what to expect in your sales career	More of a skills-based approach
Building your Personal Brand	Hybrid Work Environments – How Employment is Different than School	Coaching Best Practices
Time Management – Day in the Life of a Salesperson	Mindset	Decision Makers and Who Influences Them
What’s My Pay (and How do I Get There)	Selling Without Face-to-Face Interaction – Inside Sales 101	Overcoming Objections
Work-Life Balance...or Integration	Social Styles and Emotional Intelligence	Presentation Skills and Presenting Solutions
	Storytelling	Selling on Value with Premium Products/Services
	The Power and Flexibility of Lateral and Upward Career Moves	Using Numbers to your Advantage in Selling

Registration and Allocations for Corporate Partners/Sponsors

Event	Date	Location	Students	Companies	# of Blocks/Company
Sales Connection – Fall	October 18 (F), morning of Internal Sales Competition (ISC)	Savage Business (SB)	UToledo/ESSPS	ESSPS Corporate Partners Partner reg by Sept 20 (F)	Diamond, Sapphire, Platinum – 2 Gold, Recognized Recruiter – 1 Nons – 1 if available
Sales Connection – Spring	February 21 (F), same day as part of UTISC	Stranahan Hall (ST)	UToledo/ESSPS	ESSPS Corporate Partners Partner reg by Jan 31 (F)	Diamond, Sapphire, Platinum – 2 Gold, Recognized Recruiter – 1 Nons – 1 if available
UToledo Invitational Sales Competition (UTISC)	February 20-22 (R-Sat)	Savage Business (SB)	UTISC	UTISC Sponsors	Product – 5 Rocket, Glass – 4-5 Blue – 2-4 Intro – 0-2

Notes

- Companies receive 1 or more 1-hour time block(s). The number of blocks for each company varies by event and by partner/sponsor level. When the number of development blocks cannot be evenly distributed within the same partner/sponsor level, those who are dual ESSPS Corporate Partners and UTISC Sponsors will be given priority.
- Interaction and hands-on ideas – panel discussion (include Q&A), mini role plays, breakout group discussions, sequencing tasks in order of completion, matching value proposition to customer roles, etc
- Feedback ideas – score sheets, verbal discussion, in-block shout out, etc
- The Assignment Schedule will factor in the preferences of both the students and companies. Students complete a survey prior to the event to express their topic preferences. Companies express their topic preferences during registration. The Assignment Schedule is emailed the week before each event with companies receiving preliminary confirmation on their topic(s) weeks to months before the event depending on when they register.
- Blocks will be recorded so that students can watch later on-demand to learn about the other topics and companies that they were not able to interact with live. Blocks will be securely available.
- Blocks will be held in fully mediated classrooms in Savage Business (SB) or Stranahan Hall (ST) based on the event ([see classroom pictures/info](#)). It is recommended that presenters have their content accessible via an online drive or USB. Presenters may use their own laptop if their company does not have any online presenters/panelists and if they are bringing their own HDMI adapters if their laptop does not have a HDMI port.
- Online presenters/panelists are allowed via Zoom as long as the company has at least one onsite person in the development block.



Description of Topics

Building Your Personal Brand

As a sales professional, you are always selling, including selling yourself and your personal brand! Knowing who you are, your most valuable traits, and what makes you unique all factor into your personal brand and how others see you. Our words and actions send a message to the people and organizations we encounter and have the potential to cultivate confidence and allies.

Students will reflect on their personal brand and learn about the actions they can take each day to build and reinforce their personal brand in a way that advances them personally and professionally.

Coaching Best Practices

Sales managers can wear many hats – recruiter, trainer, coach, and sales professional.

Students will learn about the coaching aspect and how to set goals and expectations as a sales manager and to deliver feedback.

Decision Makers and Who Influences Them

Understanding things from the customer's point of view is the number one quality of a highly successful salesperson. The customer's point of view is shaped by their personal beliefs, social style, role/job, degree of influence in their organization, the organization's buying mode, and channel and industry factors.

Students will learn about the different types of roles the buyer might have and how this impacts what is important to them. The buying organization process, teams, and channels of distribution will also be covered so students know how to gain access to and leverage the decision makers and influencers.

Hybrid Work Environments – How Employment is Different than School

Hybrid work has long been part of professional sales careers, and the tools and policies to be successful have grown in recent years. Working remotely, whether from home and/or in the field, comes with a great deal of flexibility and responsibility. How to determine, communicate, and execute in remote employment is different than taking online classes and other remote school activities.

Students will learn about different hybrid work situations, expectations for both employee and employer, pros/cons, and pro tips on how to be successful and pitfalls to avoid. Discussion will include calibrating work schedules, modality and etiquette based on interacting with colleagues, managers, and customers, office setup (and geographic location), career next steps, etc.

Mindset

Life is a mental sport, and a career in professional sales will regularly flex and tone that mental muscle. Between customer's not returning calls, losing deals to status quo, balancing customer timeline with quota timeline, persuading people who have more experience, and more, keeping your mind in a healthy place so you are focused and motivated can be a challenge.

Students will learn strategies and techniques that can be used to help get out of mental slumps, combat imposter syndrome, better learn from failure, navigate uncertainty, and more. Insights into corporate resources will also be shared.

Overcoming Objections

Advancing the sale can be a challenge when the decision maker and their influencers pose objections. Customer objections can take the form of saying no, longer delays in responding and making decisions, blocking access to information and/or people, and more. At the root is a basic issue that is making the customer feel like they are losing. Overcoming objections can be accomplished using the Acknowledge – Respond – Close (ARC) method.

Students will learn about some objections they may face in the real world and how to apply the ARC method by doing mini role plays.

Presentation Skills and Presenting Solutions

Presenting a solution requires knowing what to present and how to present. Tailoring a presentation is customer dependent as different product/service features offer a variety of benefits that are not all relevant or carry the same amount of weight with each customer. The style, mode, and format of the presentation is also a consideration based on the target audience.

Students will learn about the features, unique advantages, and benefits for a company's select product/service and the various forms a presentation can take along with presentation skills. They will craft and deliver presentations on that product/service's value proposition based on various customer profiles.

Selling on Value with Premium Products/Services

Premium products/services require a sales professional to be able to sell on value. Value is in the eye of the beholder.

Students will learn about a premium product/service for a company and how it benefits various stakeholders. They will be presented with a case where they will have to identify who they will sell to, what qualifying questions they should ask, which element(s) of the value proposition they will focus on, and what objections to be prepared for.

Selling Without Face-to-Face Interaction – Inside Sales 101

All sales jobs have an inside component with using the phone, web meeting, email, and/or social media. Some sales jobs are done entirely inside.

Students will learn about the types of sales jobs that are done inside, why they are done that way, how to “move up”, and myths that might still persist about inside sales. A discussion of the pros and cons of inside sales will also be included.

Social Styles and Emotional Intelligence

Social styles are a combination of a person’s responsiveness and assertiveness and sheds light on motivations, values, communication style, and more. Emotional intelligence is the ability to recognize, understand, and manage our own emotions and to recognize, understand, and influence the emotions of others.

Students will learn about the different types of social styles and how they present and consume information themselves so students will be able to properly identify a social style and know how to adapt to better connect. Emotional intelligence as it factors into different types of sales roles and corporate culture will also be discussed.

Storytelling

Between being the central point of communication between the selling and buying organizations and teaching people how to buy, sales professionals use storytelling to bring people and concepts together.

Students will learn what goes into storytelling and will write and practice their own story on what makes them an excellent candidate for hire.

The Power and Flexibility of Lateral and Upward Career Moves

How do you answer the question on where you see yourself in the future if you don’t even know what your options are? Some companies have Sales Development Programs (SDP) that are a purposeful collection of training, job shadowing, developmental projects, networking, and progressive job role/function career latticing that is choreographed to develop an employee’s skills, networks, and expectations for their career. Programs can range from highly structured to little formal framework.

Students will learn about the career lattice opportunities (title, role, path, timeline) for a company to see all the ways in which they can be in sales and other functions. Students will also learn about a company’s SDP and recommended mentor/mentee approaches based on career lattice goals and SDP structures. Panel discussion and rotating table talks are likely.

Time Management – Day in the Life of a Salesperson

Salespeople get to set their own work schedule in most cases. There is a shared trust between them and their employer because salespeople have flexibility and a certain level of control while achieving corporate goals. Salespeople perform a wide variety of sales and non-sales related tasks as part of their job. Time management is a top 5 skill set of top performing salespeople.

Students will learn about what the day in the life of an early career salesperson looks like for a specific company and then work on creating an optimal daily plan for a salesperson by sequencing a list of tasks.

Using Numbers to your Advantage in Selling

Whether you are dealing with a customer who loves or needs numbers and/or have a compelling story to tell, being well versed with quantitative reports, calculations, and financial acumen is a necessity.

Students will learn about one or more of the following: market analysis, sales projections, ROI calculations, break-even-analyses, etc. The purpose is to boost students' self-efficacy and abilities in quantitative skills and in the utilization of programs, such as Excel. The discussion will include why quantitative skills are important to selling and specific examples of the types of data and calculations that are used in a sales job.

What's My Pay (and How do I Get There)

Performance based pay is one of the many advantages to a career in professional sales. Forecasting pay when there is variable compensation can be tricky. Once an earning goal is set, the next step is to determine the amount of activity (accounts, calls, proposals, etc) that is needed to reach that earning goal.

Students will learn how to forecast pay and the amount of activity needed to reach that annual earning. A conversation on other forms of financial and non-financial compensation will also be included.

Work-Life Balance...or Integration

Sales professionals have long experienced remote work and work that occurs outside of traditional business hours. Finding a way to balance or integrate work with one's personal life is an ongoing journey.

Students will learn about strategies, techniques, and corporate resources that can be used to better balance or integrate their personal and professional life.

...have an idea that you did not see listed? Share your idea with us!