

Development Blocks

| Event | Date | Location | Students | Companies | # of Blocks/Company |
|--|---|----------------------|---------------|---|---|
| Sales Connection – Fall | October 14 (F), morning of Internal Sales Competition (ISC) | Savage Business (SB) | UToledo/ESSPS | ESSPS Corporate Partners and non-partners Partner reg by Sept 23 (F) | Diamond, Platinum – 2 Gold, Recognized Recruiter – 1 Non – 1 if available |
| Sales Connection – Spring | February 24 (F), same day as part of UTISC | Stranahan Hall (ST) | UToledo/ESSPS | ESSPS Corporate Partners Partner reg by Feb 3 (F) | Diamond, Platinum – 2 Gold, Recognized Recruiter – 1 |
| UToledo Invitational Sales Competition (UTISC) | February 23-25 (R-Sat) | Savage Business (SB) | UTISC | UTISC Sponsors | Product – 3 Rocket, Glass – 2-3 Blue – 1-2 Intro – 0-1 |

Notes

- Companies receive 1 or more 1-hour time block(s). Companies with 2, 1-hour blocks could express a preference to go more in-depth on 1 topic (this could result in fewer students as there won't be an opportunity for rotating students). 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, 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. 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. For UTISC only, a company could be fully online for a development block assuming there are also universities with a development invitation that are fully online.



List and Description

Alumni Panel

Get insider information on how to fully leverage your college experience (classes, UTISC, Sales Connections, student organizations, etc). Hear from alumni who have graduated on what parts of their college experience and their respective university sales program have impacted them the most now that they are working full time in the “real world”. Hear their stories of what came next in their careers, and how they have used their talents, resources, drive, and patience. Time for Q&A is provided.

Building 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.

Challenger Commercial Teaching Pitch

Challenger sales people use the teach, tailor, and take control model of selling. The centerpiece is the commercial teaching pitch (CTP) because that is where the sales professional teaches the customer how to buy. The CTP is a deconstruction of the selling organization’s value proposition because it reframes the way the customer assigns value to the areas where the selling organization outperforms their competitors.

Students will learn about the unique strengths of a company and the CTP choreography of warmer, reframe, rational drowning, emotional impact, new perspective, and our way. Students will use that knowledge to organize a commercial teaching pitch using company provided pre-made slides and other resources.

Channel Partners

Selling through distribution is a way to reach more customers. These channel partners are an extension of a company’s sales force, yet they also need to be sold to. Whether you work for a manufacturer, distributor, wholesaler, or retailer, you need to understand how the channel impacts your selling organization and the customer buying organization.

Students will learn about the different types of roles the buyer might have based on the part of the channel the buyer works in and how this impacts what is important to them. The buying organization decision making process and teams will also be covered.

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.

Handling 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 the common objections that a company faces and how to apply the ARC method by doing mini role plays.

Home Sweet Home

For many students, they are figuring out their living arrangements on their own for the first time after graduation. Knowing what state, city, and part of town to live in, what type of dwelling, and what type of financial contract (rent, buy) is best can be daunting and will vary based on personal preferences, finances, upbringing, the realities of one's job and career plan, and relationship status with a significant other.

Students will learn about entry level sales roles and the related career lattice (roles, timing) and how it can impact location and housing decisions. A discussion on remote work and corporate resources related to housing and relocation will also be covered.

Identifying Ideal Accounts

Not all customers are created equal, and part of effective time management involves focusing more resources on the ideal (A) accounts.

Students will learn what the differences are between A, B, and C accounts and how to determine which accounts are A's, B's, and C's. Strategies for leveraging A's and converting B's to A's will be discussed.

Inside Track on Inside Sales

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, career lattice opportunities, and myths that might still persist. A discussion of the pros and cons will also be included.

Mentoring Based on Sales Development Program Structure

Sales Development Programs (SDP) 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 a company's SDP and the recommended mentoring approach for that SDP while also learning about mentoring approach recommendations based on the other types of SDP structures.

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, and more. Insights into corporate resources will also be shared.

Presenting Solutions

Products/Services are a collection of features that offer a variety of benefits, however, not all are relevant or carry the same weight with each customer. Tailoring a presentation is customer dependent and can take various forms.

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

Quantitative and Financial Skills 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.

Sales Career Crystal Ball

How do you answer the question on where you see yourself in the future if you don't even know what your options are?

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. Panel discussion and rotating table talks are likely.

Selling Premium Product/Service

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.

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.

SPIN Selling

Exploring customer needs requires a map, and situation, problem, implication, and need payoff (SPIN) questioning provides a framework that can help sales professionals have an effective conversation with their customers.

Students will learn the highlights of a company's select product/service (who benefits and how, typical challenges and opportunities, etc) and receive a brief SPIN overview so they can use that information to craft and practice SPIN cycles.

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.

Time Management – Day in the Life of a Sales Person

Sales people 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 sales people.

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

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.

Who is My Customer

Companies typically serve different types of customers based on industry, geography, size, level of need, etc. How a company segments their customer base is often a reflection of how the company structures their sales organization.

Students will learn about the organizations and the people who buy and use a specific company's products/services. Students will then match customer profiles to likely good fit products/services.

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.

Working with Your Sales Manager

Sales managers are a key component of sales enablement, and the relationship dynamic is a two-way street with the sales representative.

Students will learn about how to prepare for interacting with their sales manager and the best ways to maintain and leverage that relationship.

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