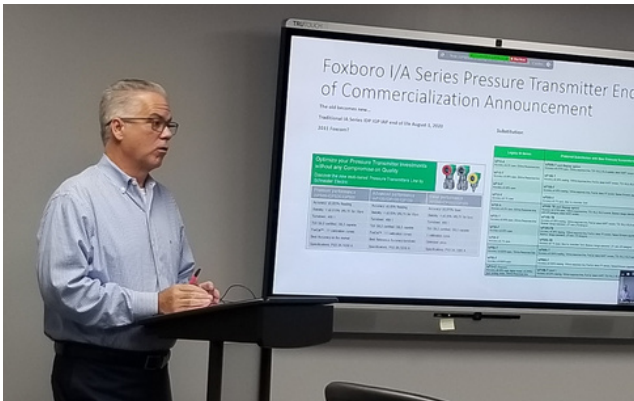




CENTRO COLLEGE BEST PRACTICES GUIDE



Get the Most Out of your Centro College Session

Centro College has been a part of the Centro sales development process for the past two decades, and we have learned a thing or two about how to run a successful training session.

In this guide, we will share with you some of our best practices for maximizing your Centro College training sessions.

By following these simple tips, you will be able to engage your audience, deliver your message effectively, and leave a lasting impression on your Centro College attendees.

Thank you in advance for valuing our experience and input, and we wish you the best of luck in delivering a successful Centro College training session. Thanks again!

Know Your Audience!

Centro College is an essential training ground for Centro personnel who are outside sales representatives, branch managers, and account managers. The college provides these individuals with the product knowledge and skills they need to sell your company's products and services more effectively. In addition, Centro College helps to develop the sales force's understanding of your company's solutions and how they can be applied to address customer needs. As a result, Centro College plays an important role in preparing Centro personnel to sell your company's products and services in the most effective way possible.



Is your presentation built for the outside salesperson? How does your presentation help them sell your product more easily?



Learn more about Centro at Centrosolves.com
Jerry Walling | VP Sales and marketing | jwalling@Centrosolves.com



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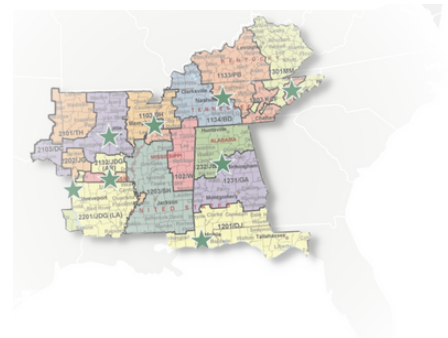
Geographical Authorization

As you know, Centro has eight fully functional branches across the southeastern United States. Our territory and account managers cover a large geographical footprint, from Alabama to the Florida Panhandle and up into Kentucky, Mississippi, and Tennessee. Even though we'd like to have authorization for our entire territory, that sometimes isn't the case.

Therefore, it's imperative (during your presentation) to clearly define Centro's authorized geography. Here is a helpful tip - the use of clearly defined, easy-to-understand maps have always been helpful. Centro College is committed to providing an excellent education to our sales team.



Does your presentation include a clearly defined territory map?



Partnership Summary

It is always helpful to have a slide reiterating the partnership type between your company and Centro. Please consider detailing our discount arrangement/schedule.



Does your presentation summarize your partnership with Centro?

Great Virtual Presentations

Even though your Centro College session will most likely be conducted virtually, it still can be great. A dynamic presentation is more likely to impress the Centro team than a dull one, so consider using a variety of media, images, and graphics to keep the audience engaged. It's also important to avoid information overload and endless slides - this will only serve to lose your audience's attention. Instead, focus on staying on point and keeping the presentation clear and concise. This will help build rapport with the Centro team and make the presentation more engaging.



The best virtual presentations are done with the same energy and animation you find in an in-person presentation!



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CENTRO COLLEGE BEST PRACTICES GUIDE

Your Products and Services

Centro College presentations are all about making an impact on the Centro audience. When it comes to products and services, Centro College students want to know what your company can do for them. That's why it's important to focus your presentation on the sales side of things.

Centro has six industrial divisions, each led by a Division Sales Manager. These managers work closely with the outside sales team to support your products. In our experience, Centro students respond better to sales-focused presentations than highly technical ones. So when creating your product section, keep that in mind. Centro students are looking for solutions, not a lecture. If you can show them how your products fit into their lives, you'll make a lasting impression. Thanks for considering our advice!

- ▶ Lead with solutions to pain points
- ▶ Focus on your core products!
- ▶ Share relevant product success stories
- ▶ Share relevant application photos
- ▶ Focus on your core products!
- ▶ Point out key competitive advantages
- ▶ Note all primary competitors

Finding Opportunities

A highly successful Centro College session includes specific details on where our sales team can uncover opportunities within our territory to sell your products.

The Centro sales team attending Centro College is highly trained and eager to uncover opportunities for your products. By providing us with a list of targeted industries and applications, you will be helping us to focus our efforts and increase our chances of success. Keep those targeted industries and application lists to Centro's territories in Alabama, Arkansas, Florida Panhandle, Kentucky, Mississippi, Northern Louisiana, and Tennessee.

With this information, our sales team will be able to hit the ground running and start generating leads that will result in sales!



Can you share specific target titles, i.e., Safety Engineer, Automation Engineer, etc.





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Our mission is to be regarded by our customers and community as the best supplier of automation and control product solutions to industry.

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