



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!



Learn more about Centro at CentroSolves.com

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1 Know Your Audience!

Centro College is an essential training ground for Centro personnel who are outside sales representatives, branch managers, and pertinent inside sales and technical support team members.

The college provides these individuals with the product knowledge and skills they need to sell your company's products and services more effectively.

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.



2 Geography and Partnership Details are Essential!

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 Kentucky to the Florida Panhandle, including Northern Louisiana, Alabama, Arkansas, 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.

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



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



Does your presentation include a summary of the Centro partnership? Are you including a territory map?



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3

Use Virtual Presentation Best Practices

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 static 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.

Virtual Presentation Checklist

- ☐ Check your internet connection
- ☐ Know the "Teams" technology
- ☐ Do a sound check
- ☐ Use a proper webcam and lighting
- ☐ Present as you would in person
- ☐ Talk to the camera at eye level
- ☐ Engage with Q&A
- ☐ Slow down and enunciate clearly
- ☐ Stick to one idea per slide
- ☐ Use fonts of 20px or larger
- ☐ Don't read your slides - tell a story!
- ☐ Smile and be enthusiastic



In order to make sure that your attendees are engaged and interested in what you have going on, it is important for them not only to hear the information but also to see a physical copy of any literature or materials provided. Make sure to provide PDFs for participants. This way they will have everything right at their fingertips while you are discussing the product or service in detail.

Want to provide hard copies of your collateral? Great! Please send any brochures or overviews 2-3 weeks before your Centro College day but make sure each office has your materials in hand!



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4 Help Centro's Team Find New 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.

Centro's greatest opportunities are in the Pulp and Paper, Steel, Food and Beverage, Tire, Heavy Chemicals, and Automotive industries. Focus on these key industries rather than low-opportunity sectors such as pharmaceuticals or semiconductors for a more effective session.

Keep those targeted industries and application lists to Centro's territories in Alabama, Arkansas, Florida Panhandle, Kentucky, Mississippi, Northern Louisiana, and Tennessee.



Can you share specific target titles, i.e., Safety Engineer, Automation Engineer, etc. that Centro's sales teams should target?

5 Sell Solutions, Not Just Products

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 their customer. 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 College 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!

Does Your Presentation?

- ☐ Tell a solutions story
- ☐ Lead with pain points
- ☐ Focus on your core products
- ☐ Include product success stories
- ☐ Share relevant application photos
- ☐ Focus on your core products
- ☐ Highlight competitive advantages
- ☐ Note primary competitors



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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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