

# Sales Internship – Agenda Week 1

Monday A.M.	Tuesday A.M.	Wednesday A.M.	Thursday A.M.	Friday A.M.
<p><b>Welcome</b></p> <p><b>Overview of Agenda, Internship &amp; Expectations</b></p> <p><b>Day in the Life of a Sales Rep.</b></p> <p><b>ESI's Go to Market Strategy</b></p> <ul style="list-style-type: none"> <li>•Guest Speaker – Sr. Mgmt "ESI Sales Culture/Corp Cape"</li> </ul>	<p><b>HR Chally Debrief</b></p> <p><b>Sales Cycle Overview</b></p> <ul style="list-style-type: none"> <li>• Activities that lead to success</li> </ul> <p><b>Working the Sales Cycle</b></p> <ul style="list-style-type: none"> <li>•Prospecting</li> <li>•Purpose –Get the appointment</li> <li>•Creating a Value Proposition</li> </ul>	<p><b>Working the Sales Cycle</b></p> <ul style="list-style-type: none"> <li>•How to reach the decision maker</li> <li>•Qualifying Prospects</li> <li>•Effective Cold Calling</li> <li>•Fact finding</li> </ul>	<p><b>Handling Objections</b></p> <ul style="list-style-type: none"> <li>•Techniques and methods</li> <li>•Overcoming &amp; Resolving Conflict.</li> </ul>	<p><b>Setting the Appointment</b></p>
Monday P.M.	Tuesday P.M.	Wednesday P.M.	Thursday P.M.	Friday P.M.
<p><b>ESI's Go to Market Strategy Continued</b></p> <ul style="list-style-type: none"> <li>•Understanding our Market, Customers and Competition</li> <li>•ESI's value proposition</li> <li>•It 's all about activity</li> </ul> <p><b>HR Chally Overview</b></p>	<p><b>Prospecting Role-plays</b></p>	<p><b>Prospecting</b></p> <ul style="list-style-type: none"> <li>• Infield ride along day</li> <li>• Cold call with experienced rep</li> <li>•Fact finding assignment</li> </ul> <p><b>Team Debrief</b></p>	<p><b>Prospecting</b></p> <ul style="list-style-type: none"> <li>• Infield ride along day</li> <li>• Cold call with experienced rep</li> </ul> <p><b>Team Debrief</b></p>	<p><b>Prospecting</b></p> <ul style="list-style-type: none"> <li>• Live follow up calls</li> <li>• Asking for the appointment</li> </ul> <p><b>Team Debrief</b></p> <p><b>Overcoming call reluctance</b></p>

# Sales Internship – Agenda Week 2

Monday A.M.	Tuesday A.M.	Wednesday A.M.	Thursday A.M.	Friday A.M.
<p><b>Introduction to Xerox Product Line</b></p> <p><b>Product Training 101</b></p> <p><b>Managed Print Service</b></p>	<p><b>Consultative Selling</b></p> <p><b>Fundamentals of Selling</b></p> <ul style="list-style-type: none"> <li>•Effective questioning</li> <li>•Active listening</li> <li>•Uncovering needs</li> </ul>	<p><b>Fundamentals of Selling</b></p> <ul style="list-style-type: none"> <li>•Presenting a solution</li> <li>•Overcoming objections</li> <li>•Reinforcing benefits</li> <li>•Closing the sale</li> <li>•Finalizing the action plan</li> </ul> <p><b>Other topics:</b></p> <ul style="list-style-type: none"> <li>•Interpersonal &amp; Communication skills</li> <li>•Body language</li> </ul>	<p><b>Selling Solutions</b></p> <ul style="list-style-type: none"> <li>•Review of key solutions by division</li> </ul> <p><b>Business Overview</b></p> <ul style="list-style-type: none"> <li>• 2010 Key priorities &amp; Objectives</li> </ul> <p><i>*Below topics to be facilitated by Sales management</i></p>	<p><b>Planning for Success</b></p> <p><b>Group Planning Activity</b></p> <p><b>Presentation Skills</b></p> <p><b>Participant Presentations</b></p>
Monday P.M.	Tuesday P.M.	Wednesday P.M.	Thursday P.M.	Friday P.M.
<p><b>Hands on Product Lab and Demonstrations</b></p>	<p><b>Consultative Selling Role Plays</b></p>	<p><b>Consultative Selling Role Plays</b></p>	<p><b>Cross Selling</b></p> <p><b>Territory Management</b></p>	<p><b>Outline Next Steps</b></p> <ul style="list-style-type: none"> <li>•Key dates and deliverables remainder of internship.</li> </ul>