



2025

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!



2025 Presentation Schedule

All sessions will be conducted virtually via Microsoft Teams,
with Outlook invitations sent in advance.

Virtual Vendor Training Dates:

- ▶ **February 10**
- ▶ **March 10**
- ▶ **May 12**
- ▶ **July 14**
- ▶ **August 11**
- ▶ **September 15**
- ▶ **October 13**
- ▶ **November 10**
- ▶ **December 15**

Session Timing:

*All times are Central Time

- ▶ **9:00 AM – 10:00 AM:** Vendor Session 1
- ▶ **10:30 AM – 11:30 AM:** Vendor Session 2
- ▶ **12:30 PM – 1:30 PM:** Vendor Session 3
- ▶ **1:30 PM – 2:30 PM:** Vendor Session 4
- ▶ **3:00 PM – 4:00 PM:** Vendor Session 5



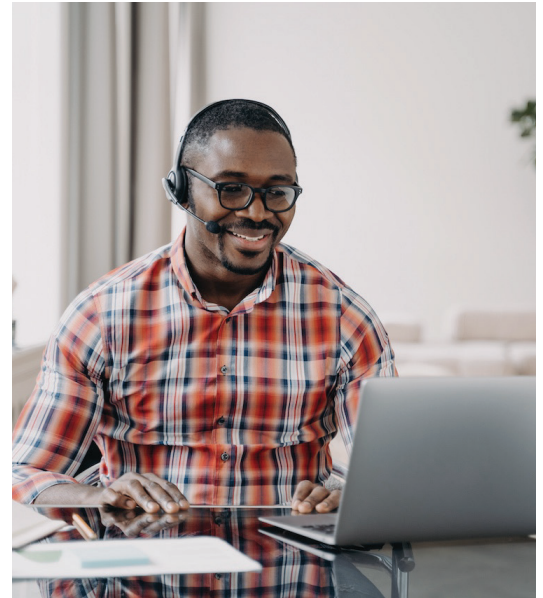
Learn more about Centro at [CentroSolves.com](https://www.CentroSolves.com)

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.



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

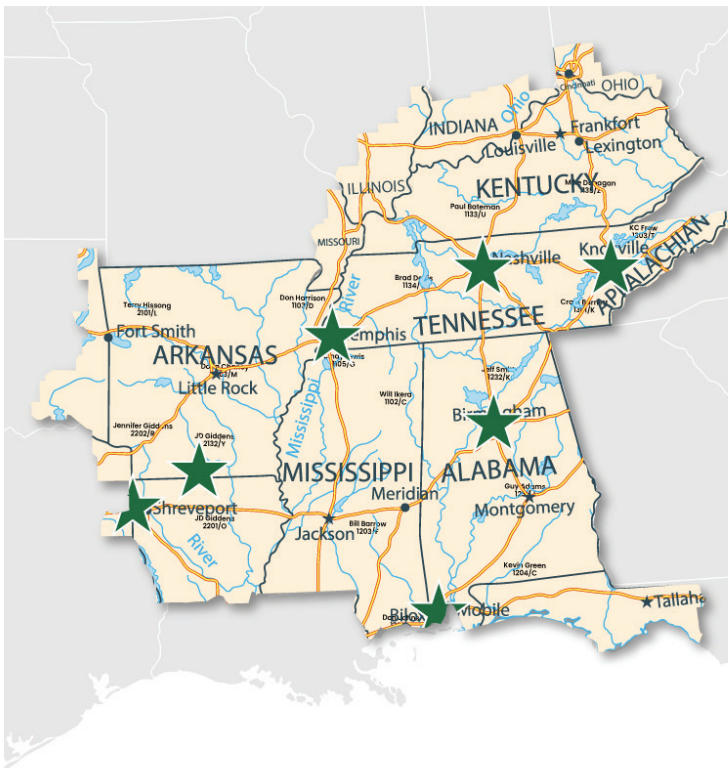
2. Geography and Partnership Details are Essential!

As you know, Centro has nine 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, Southern Indiana, 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.

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



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.

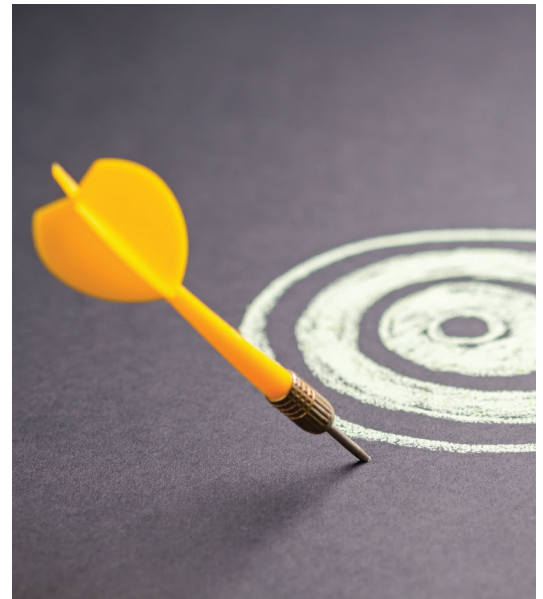
Keep those targeted industries and application lists to Centro's territories in Alabama, Arkansas, Florida Panhandle, Kentucky, Mississippi, Northern Louisiana, and Tennessee.

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 seven 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!



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

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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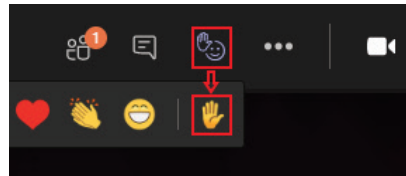
New for 2025: Interactive Engagement Techniques

To keep our sales team alert, engaged, and informed, we encourage integrating interactive elements into your sessions.

- ▶ **Polls:** Use quick polls to gauge the team's knowledge or opinions on a topic.
- ▶ **Challenges:** Incorporate short problem-solving activities to reinforce learning.
- ▶ **Quizzes:** Test their understanding of the material covered in fun and engaging ways.
- ▶ **Live Demonstrations:** Showcase your product in action to make a lasting impression.

Engaging in a Virtual Environment

Interacting effectively in a virtual setting requires extra effort to keep the audience engaged. Here are proven strategies for making the most of your virtual presentation:



1. Interactive Features:

Utilize Microsoft Teams' built-in tools, such as polls, quizzes, and "Raise Hand," to engage participants.



2. Visual and Audio Setup

Ensure proper lighting, a clear background, and high-quality audio to maintain professionalism and reduce distractions.



3. Encourage Participation

Ask direct questions, invite Q&A at regular intervals, and reward participation to maintain attentiveness.



4. Effective Screen Sharing

Share only relevant screens and keep your content clear and visually appealing. Avoid overwhelming your audience with cluttered visuals.



Learn more about Centro at [CentroSolves.com](https://www.CentroSolves.com)

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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