

## WEEK 1: Technology and Product Overview

- **Company Introduction:** Provide an updated overview of the tech rep firm, including recent changes and key personnel. Introduce in person or on TEAMS
- **Industry Landscape:** Incorporate the latest trends and advancements in the technology industry.
- **Business Model:** Detail the rep business model and highlight its unique aspects.
- **Product Portfolio:** Update the product lines with the latest offerings and any modifications.
- **Internship Overview:** Emphasize the technical nature of the internship, its significance, and potential career benefits.
- **Requirements and Expectations:** Outline expectations for the intern. On site, hours, travel, etc..
- **Resources:** Provide a list of technical resources available, including training materials, mentors, and support channels.
- **Success Tips:** Offer practical tips for success in a sales role. Set schedule to travel with all employees or meet on TEAMS and create assignments for each as desired with details in WEEK 4

## WEEK 2: CRM and Technology Marketing

- **AI Strategy**
- **CRM Updates:** Introduce any new features or enhancements in the CRM system, emphasizing its technical capabilities.
- **Target Markets:** Reevaluate target markets based on the latest technological developments using ERA searchlink.ai or other tools
- **Customer Research:** Stress the importance of in-depth technical research and provide tools/resources like ERA searchlink.ai.
- **Rep Firm Differentiators:** Emphasize unique selling points and how they differentiate the firm.
- **Value Proposition:** Reinforce the firm's value proposition

## WEEK 3: Territory and Account Management

- **Territory Management:** Discuss strategies for managing territories effectively.
- **Sales Roles:** Provide detailed information on inside sales, field technical sales, and customer service roles.
- **Customer Communication:** Offer guidelines on effective communication with customers.

- **Design-in Products:** Highlight key technical products and strategies related to design-in processes. Gain input from all employees on this

#### WEEK 4: Outside Sales Shadow

- **Pre-call Research:** Emphasize thorough technical research before customer interactions.
- **Customer Calls:** Clarify the types of calls interns will make (cold, warm, or established) and set expectations.
- **Customer Roles to Be Called On:** Provide a detailed list of roles to target, defining expectations and next steps.

#### WEEK 5: Rep Business Model in Detail

- **Manufacturer Interactions:** Detail the firm's interactions with manufacturers and distributors
- **Sales Cycles:** Update information on sales cycles, milestones, and potential challenges.
- **Resource Solutions:** Offer solutions and resources for overcoming common challenges. Deep dive into principal portals.

#### WEEK 6-7: Midpoint Evaluation

- **Formal/Informal Evaluation:** Implement a structured evaluation process to assess technical progress and feedback.
- **Expanded Shadowing:** Include additional shadowing opportunities to broaden interns' exposure.

#### WEEK 8: CRM Importance

- **Key Resources:** Revisit key resources and their impact on the sales process.
- **CRM Importance in Sales:** Reinforce the critical role of CRM in growing sales and maintaining customer relationships.
- **Business Reporting:** Showcase the importance of monthly and quarterly business reporting.

#### WEEK 9: Focus on Intern's Strengths

- **Strength Assessment:** Identify and leverage each intern's strengths for the benefit of the team.

- **Value Contribution in Sales:** Emphasize how interns can contribute meaningfully based on their strengths.

## WEEK 10: Formal Wrap-up and Future Expectations

- **Final Review:** Conduct a comprehensive two-way review, highlighting achievements and areas for improvement.
- **Next Steps:** Clearly outline the next steps for interns, whether it involves potential employment, further training, or future sales opportunities.
- **Future Expectations:** Communicate ongoing expectations and potential opportunities for future collaboration as a sales rep in the electronic industry