

# Getting Started with Best Beverage Co.

## Instructor Manual

This instructional manual was created as a trainer guide to Course 1. It should be used in conjunction with Course 1 PowerPoint Presentation. It is assumed that the trainer has intermediate knowledge on the company and topic. This course should take approximately 1 Day to complete. A 30-minute break and Two 15-minute breaks are included.

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## Objective:

To educate the participants about company expectations and to prepare them for their first week in the field

## Symbols:



= Statement to Say Aloud



= Refer to PowerPoint Slide



= Activity/Discussion



= iPad Needed



= Worksheet



= Definition

## Instructor Materials

- Course 1  
PowerPoint
- Product Catalog
- Company iPad
- Worksheet 1
- Worksheet 2
- Summary  
Worksheet
- Pen/Paper

## Participant Materials

- Pen/Paper
- Company iPad
- Product Catalog
- Worksheet 1
- Worksheet 2
- Summary  
Worksheet

## Point of Contact:

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### Slide 1 (Welcome)



“Welcome Aboard. We are excited to have you join the Best Beverage Team. Everyone here brings a unique perspective to our company. Before we get into the training itself, I would like to start with a small icebreaker. “



Have the participants pair up and introduce themselves to each other along with their background and/or education in the beverage industry and a fun fact about themselves. Learners will then introduce their partner to the group.

**Time: 15 min**



“In this workshop we are going to define and clarify the following items:”

- ✓ Who is Best Beverage Company?
- ✓ What is your job
- ✓ Who are our buyers?
- ✓ Types of Accounts
- ✓ Steps to a Sales Call
- ✓ How to correctly service an account
- ✓ What are critical reports and where to find them
- ✓ What to do for Order mistakes

### Slide 2 (Company History)



Who is Best Beverage Company?

### Slide 3 (Our Products)



Participants select two familiar products out of the catalog, one that they like and one that they do *not* like. Have them describe positive attributes about both.

**Time: 30 min**

- ✓ Review why personal preference to products could be beneficial and/or bad

### Slide 4 (Your Job)




Job Expectations



- Ask participants other possible expectations that could arise in the field
- ✓ Have additional examples prepared

**Slide 5 (Types of Buyers)**

 Clarify 4 types of buyers


 Worksheet 1

Participants correctly identify the types of buyers by the examples given on the worksheet.

- ✓ Review the answers and why

**Time: 10 min**

**Slide 6 (Identifying Buyer's Needs)**

 Define a Probing Question

 Ask participants examples of probing questions.

- ✓ Have additional examples ready as well


**Time: 20 min**

**Slide 7 & 8 (Types of Sales Calls)**

 Existing Accounts

 New Account Call

 Define "Service" an account

 iPad Activity:

Have Participants locate their account list on their iPad. Each Participant correctly locates their top account and 1 account in need of service

**Time: 5-10 min**

**BREAK (15 min)**