

# Sales Luncheon

After reading through chapter 3, students should get into groups and begin organizing a sales luncheon to be held at an outside business or community organization. This sales luncheon represents the main business project and should form a large part of each student's course grade. Since students need to work in a group of 3 to 5 persons, each group member should receive the same grade. Business is about teamwork and learning how to manage people. Receiving the same grade ensures that group members are all made responsible for working toward a common goal in a professional manner.

Groups should be instructed to search out an area business or community organization that would be willing to host a health care presentation. The groups will need to create a presentation from scratch on a health care topic of their choosing. The presentation should be tailored to the expected audience in order to form an appropriate connection. Groups will also need to write up narratives meant to strengthen rapport-building efforts, advance the relationship, and address sales resistance.

Food should be served at this meeting as a way of encouraging attendance and providing an enjoyable meeting experience. Sales luncheons are common events in the business world and restaurants generally offer options not seen on a standard menu. If the cost for group members proves prohibitive, consider having them make their own food or use another promotional device. One presentation topic idea involves discussing the healthy aspects of ingredients used in food the group prepares.

After the meeting takes place, students should be evaluated based on two criteria.

1. *Connection*: What did students do to connect with audience members? Was the presentation relevant? Did group members conduct research beforehand on the organization, audience, surrounding area, etc.? Were narratives properly designed and memorized?
2. *Continuance*: How will the relationship proceed going forward? Were thank-you cards sent? Did audience members agree to stay connected with group members? Did the presentation or general conversation surrounding the presentation resonate with audience members and give them a reason to speak about the meeting and group in a positive light with others?

Groups should write a 2-3 page paper on how they satisfied both of these criteria. The write-up should touch on all phases of the selling process, including what the introduction, rapport building, qualification and sales approach entailed. This assignment might take several weeks to complete and groups should be given enough time.

Information contained on this page should be explained to students first. The following handout describing the assignment should then be given to students.

# Sales Luncheon

Learning how to connect with people is an essential part of being a health care provider. You cannot deliver health care services unless people are motivated to become patients. Professional sales techniques attempt to foster strong relationships with others and showcase the benefits of using your services.

As part of your business training, you will organize a project within a group of 3 to 5 people. This project will involve delivering a presentation on a health care topic of your choosing to a local business or community organization. Your grade will be based on how well your group connects with audience members and builds new relationships.

A sales luncheon represents a customary way of conducting a professional business meeting. Providing food encourages attendance, improves the meeting experience, and motivates the business or organization to allow the meeting to even take place. Restaurants tend to offer special catering packages not seen on a standard menu specifically for sales luncheons. Purchase or make food to bring for your presentation unless the cost for group members proves prohibitive.

When calling around to find an area business or organization willing to host this meeting, ask to speak to a person in charge, make sure the person has a moment to talk, and explain that the phone call relates to a school assignment. If the person has time, explain what the assignment entails and if the business or organization would be willing to host a presentation (with food). Consider writing up a phone narrative beforehand so that any contact with a prospective host sounds professional. After finding a willing host, research the business or organization and anticipate who will be in attendance. Put together a presentation that relates to the audience members, and structure narratives around what the conversation before and after the presentation will involve. Consider the following items in advance.

1. How will the group make a proper introduction with audience members?
2. What conversation topics would be useful to build rapport with audience members?
3. How will the health care presentation resonate with audience members?
4. What would be the best way to continue the relationship (qualification)?
5. How should group members communicate the qualification (sales approach)?
6. What resistance might the group encounter when communicating the qualification?

The group should design narratives in advance with respect to these six items. Narratives should be memorized in order to ensure that key points are clearly communicated to audience members in a professionally sounding manner. A narrative should be designed and memorized in relation to the health care presentation itself. Your final grade will be based on how well you tried to connect with audience members and remain in contact going forward.