

# SALESTEAM

## Mobilizing New Sales Strategies and Skills

### PROGRAM BENEFITS

SALESTEAM helps salespeople master new selling techniques in a simulated selling environment customized to their industry. It offers a dynamic simulation of the real-world challenges salespeople face as they implement new strategies and skills. Learning, practicing, and experimenting with new selling techniques in the realistic yet safe environment of SALESTEAM builds salespeople's competence. When they take this knowledge into the field, they are already experts in its application and, therefore, can deliver immediate results.

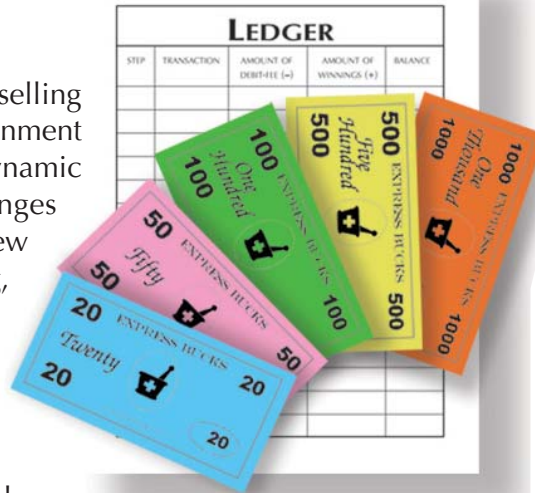
SALESTEAM helps sales managers and salespeople:

- ▶ Maximize the success of a new product launch
- ▶ Integrate and practice new skills and knowledge
- ▶ Learn and implement a new strategy (e.g., selling higher, selling into a new market, competing with new players)
- ▶ Work within a new organizational structure or new cross-functional teams
- ▶ Optimize the use of new selling tools and sales automation systems
- ▶ Understand and adapt to market changes
- ▶ Identify, share, and learn best practices

### PROGRAM DESCRIPTION

Teams of salespeople are thrust into a fictitious account that mirrors exactly what they see in the field, including competition. Focusing on strategy the entire day, they must find the needs, create the solution, and win the business. Time, money, and resources are limited as teams call on the various buyers within the account. They discover who has the budget, the power, and the pain. Bombarded with information, they are challenged to strategize their approach and then put that approach into practice.

At the outset, teams receive a package of background information on the prospect. This data is provided in exactly the same way as with a real prospect, with the actual forms and approaches that are used on the job. Teams also receive a sample of research, annual reports, 10-K's, and press releases they would find on the Web. Teams start with a bank of money that is their budget for the sales process. Their



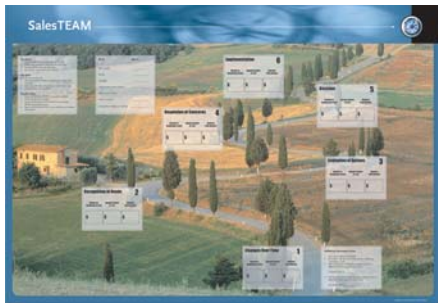
*SALESTEAM definitely met my needs. And the icing on the cake was that it was a great team-building experience that built business acumen and raised the level of engagement among frontline managers.*

– VP, Sales & Marketing, financial services company

*What a great chance to see hidden talents. I saw support players demonstrate talents that have me thinking about different ways we can use them. Some of them would be highly valuable in presentations with clients. It's something we never would have seen without this.*

– EVP, insurance company

funds increase or decline during the course of the program, depending on the success of their choices. They begin by buying more information about the account – as much as they think they need to get started.



Teams prepare their first presentation with the information they've gained to present a strategy for winning the business. Sales managers act as coaches, listening to the presentations, judging the teams' work, and providing feedback. This approach sharpens alignment between salespeople and sales managers while reinforcing new strategies with the sales managers themselves.

Teams are then offered the opportunity to buy information about potential decision-makers or influencers in the prospect's organization. This module is customized to reward teams that call at the right level of an account. With this new information, teams revise their strategy and present it to their sales managers, who score their work and reinforce the learning. Since each team buys different information, every presentation is different.

Teams then get the chance to meet with specific buyers. They make their selections and gain additional insight into how each buyer views the purchase. Once again, they revise their strategy and make presentations. At this time, they also receive information about competitors that makes it necessary to revise their approach. Usually at this stage of the program, a surprise of the kind they might encounter with a real account is dropped on them, forcing them to reevaluate their strategies. For example, their main advocate in the customer organization may leave for another job.

Finally, the teams must prepare and make a presentation to the customer, using all the tools ordinarily available to them on the job. Sales managers score these presentations, and the team that has amassed the most money over the course of the program wins the competition. Prizes are awarded to the top team and learning is reinforced.

Debriefing activities capture key learnings and lock in the progress that has been achieved. Team discussions and full-group debriefs allow participants to absorb new approaches, put them into context, and expand their knowledge and skills, making them their own.

## AUDIENCE

Successful implementations have included as few as twenty-four participants and as many as one thousand. The program may be used with just frontline salespeople and their managers or, to build cross-functional performance, it may also include others who support the sales process.

*Thank goodness it wasn't another day of death by PowerPoint!  
Instead of a long, droning day losing productivity, we were engaged in a fast-paced, intense experience. It felt just like my real world. I learned a lot about how we ought to be approaching our customers differently, and not just from the content, but from my best and most capable colleagues.*

*– Program participant*

## IMPLEMENTATION/CUSTOMIZATION

Customization is inherent in the design of SALESTEAM. Every simulation is tailor made from the best practices of the sales organization and the challenges it faces on a day-to-day basis in the real world. Every aspect of the program mimics the organization's real-life customers, competition, and challenges. It provides a highly interactive sales simulation that works in sales meetings or scheduled training sessions. SALESTEAM may be customized to run one to one-and-a-half days.



*This was the most creative training I have ever received. Compared to the typical lecture format for training, this was totally interactive from start to finish, with no chance of getting off the path.*

– Program participant

*If our salespeople work this closely with all their accounts and include operations people from our branches along the way, we'll begin to see some long-term, money-making relationships occur with big companies.*

– VP,  
document services  
company

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