



SIMSALES®

Unleash Your Sales Potential
Simulation Based Workshop



OVERVIEW

Simulations stand for a unity of “Education and Training with Entertainment” – the perfect combination of topic relevant contents, an interactive setting for participants and – just simply – fun!

The crucial success factor for sustainable learning is the replica of company and your individual business reality. The main idea is to integrate corporate reality and philosophy to reach business goals.

Bbusiness with its strategic partners “SIMDUSTRY®” are presenting a simulation-based Sales solution for corporate sales (B2C & B2B). We accompany our sales solution with board simulations as a highly effective learning tool as to serve organizational comprehensive changes and development.

We appreciate board simulations as a highly effective learning tool for the following reasons:

- Real time Feedback. Consequences of decisions and behaviors are experienced directly
- Visualization of relationships and interactions relevant for success. Mapping of the complexity and interdependencies of decisions and behaviors
- Risk-free learning. “Learning by doing” without economic or personal consequences
- Reproducing individual business situations. Illustration of a real business world on the simulation board
- Team working & interaction. Networking and experience exchange between the simulation teams and members
- Learning in competition/ Multiplayer environment. Having fun in competition with other teams

SIMSales simulation turns delegates to salespeople in competing companies taking over the task of finding, acquiring and developing customer relations. Each company is competing for the “Highest Score of Commercial Efficiency”. In teams they explore the full process of customer acquisition, development and management. Delegates simulate the complete sales process.

What questions can SIMSales answer the following questions:

- How do I maximize the use of my resources (time, sales support, conditions)?
- How can I contribute to optimize the turnover, reputation and stability?
- What success factors are crucial for boosting sales?

SIMSALES FOR SALES FRONTLINES

KEY MODULES:

DURATION: 2 DAYS

- Introduction to the Main Concepts of the Board Game – Sales Simulation
- Exercise Essential Sales Practices:
 - Customer Acquisition
 - Loyalty Building
 - Diverse Situations
- Understand Different Customer Profiles
 - Experience 6 Different Customer Profiles
- Practice the 7 Steps Corporate Sales Model
 - Planning
 - Account Management planning
 - Meeting Objective!
 - Evaluate customer potential
 - Where to invest resources
 - Prospect & Involving
 - How to select potential customers
 - Effective first approaches: how to research and prepare
 - Needs and Opportunity Identification
 - Identifying your customer's needs and his/her view of competition
 - Evaluating clients' needs and getting them to think about his future requirements
 - Asking needs and problem-based questions
 - Situation questions
 - Problem questions
 - Implication (Pain) questions
 - Need Payoff (Benefit) questions
 - Buyer motivation and decision-making styles
 - The art of active listening, pacing and leading
 - Presentation
 - Tailor your message to your account – designing a winning proposal
 - Staying in the mind with a powerful Central Message
 - Practice communication builders
 - Ensuring understanding and memorability through structure
 - Convincing the client with psychological argumentation
 - Managing Objections
 - Master Q&A and objections
 - Use information collected in the need phase to defend your offer
 - Handle customers objectives and strategies
 - Practice sales negotiation
 - The Win-win approach

- Closing & Solution/Cross selling
 - Mastering closing techniques
 - Closure is the moment to collect “Yes”
 - Having the courage to provoke a no: the benefits of getting a clear response
 - Follow up and Relation Building
 - Stimulate internal and external celebration of customer success stories
 - From Relationship to Partnership
- Develop Healthy Competitions with Other Teams to Gain Customer Loyalty and Increase Sales

LEARNING OUTCOMES:

- Learn about acquiring and developing sustainable customer relationships
- Master the 7 phases of the sales process
- Grasp the key-success factors for each sales phase and the proper mindset
- Prioritize your time and activities
- Optimize communication tools to unleash & maximize sales success
- Experience dealing with real-life events in the whole sales process
- Analyse your customer-base and its potential
- Creates new opportunities in an account
- Leverage knowledge, information and resources to develop self-confidence

SIMSALES FOR SALES MANAGERS

KEY MODULES:

DURATION: 2 DAYS

- | Introduction to the Main Concepts of the Board Game – Sales Simulation
- | Planning and Developing a Sales Strategy
- | Sales Objectives and Sales Targets
 - Setting future targets (Selling by Objectives)
- | Forecasting and Planning
 - Forecasting techniques
 - Forecasting built-to-order sales
- | Staffing the Sales Force: Planning for and recruiting the successful salespeople
- | Managing Your Team
 - Motivating team members toward high performance
 - The importance of Training and Development
- | Manage Salesforce Efficient Sales Practices and Application Through:
 - Formulating customer acquisition plan
 - Building a loyal clientele
 - Managing Diverse Situations
- | Manage Team Members Approaches to Different Customer Profiles
 - Experience 6 Different Customer Profiles
- | Achieve the 7 Steps Corporate Sales Model:
 - Planning
 - Account Management planning
 - Meeting Objective!
 - Evaluate customer potential
 - Where to invest resources
 - Prospect & Involving
 - How to select potential customers
 - Effective first approaches: how to research and prepare
 - Needs and Opportunity Identification
 - Identifying your customer's needs and his/her view of competition
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 - From Relationship to Partnership

■ Maintain the Comprehension and Application of the 7 Steps Sales Cycle

■ Develop a Beneficial Competitions with Other Teams to Ensure Effective Salesforce Management

LEARNING OUTCOMES:

- Identify sales objectives and sales targets
- Manage and develop sustainable customer relationships
- Ensure the application of the 7 phases of the sales cycle
- Grasp the key-success factors for each sales phase and the proper salesforce mindset
- Have an insight into the key strategic and operational processes
- Utilize techniques for building the best relationships with Key Accounts
- Experience dealing with real-life events in the whole sales process
- Leverage knowledge, information and resources to develop salesforce

SIMSALES GAME BOARD:

Evaluate the impact of your strategic sales activities on turnover, reputation and stability of client relations

Analyze & evaluate the efficiency of actions to create client binding



Set-up a strategic client development and drive client acquisition

Develop your client portfolio under limited resources

SIMSALES RETAIL can be easily adapted to reflect you and your delegates specific business reality!



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