



# SIMSALES RETAIL

Retail Sales and Customer  
Experience Simulation 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 and Customer Experience solution for Retail Sales in different industries. We accompany our sales retail 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 Retail simulation turns delegates into sales people in competing retail companies. Each company is competing for the “maximum commercial efficiency”. In teams they explore and simulate the five steps of the sales process.

What questions can SIMSales Retail answer the following questions:

- How can I maximize sales, customer experience and relations in a retail environment?
- How do I adapt my approach to different customers?
- How do I best use my time when there are no customers in the retail shop?

# SIMSALES RETAIL FOR SALES STAFF

## KEY MODULES:

DURATION: 2 DAYS

- | Introduction to the Main Concepts of the Board Game – Retail Selling Simulation
- | Exercise Customer Experience Practices:
  - Upscaling Questioning Techniques
  - Developing Listening Skills
- | Greeting and First contact
  - Improve observation skills
  - Create a feeling with different customers
- | Adapt Sales Approach to Different Customer Types
  - Experience 6 Different Customer Profiles
- | Practice the 5 Steps Retail Sales Process:
  - Needs Identification
    - Identifying customer's needs and matching them your product portfolio
    - Evaluating client's needs
    - Adapting questions to different customers
    - Understand buyer's motivation and decision-making styles
    - Practice the art of active listening, pacing and leading
  - Presentation & Up-Selling
    - Mastering the FAB:
      - Features
      - Advantages
      - Benefits
    - Ensuring that benefits hit home on individual customer priorities
    - Upsell products and services
  - Manage Objections
    - 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
    - Buyer motivation and decision-making styles
    - The art of active listening, pacing and leading
  - Closing
    - Understand how to provoke decisions
    - How to stimulate desire to decide and not postpone
    - Practice efficient sales negotiation
  - Cross-Selling
    - What questions open the door to new opportunities in the best way?
    - Sell more with less effort
- | What to Do When There Are No Customers in the Branch?
  - Learning about product and services
  - Discussing with colleagues about situations, promotional activities and sharing experience
- | Develop a Distinguished Retail and Customer Service Experiences

## LEARNING OUTCOMES:

- Gain awareness and mastery of the 5 steps of the sales process
- Identify special success factor of each step within the sales process
- Familiarize with handling difficult cases and challenging situations
- Practice up-selling & cross-selling techniques
- Develop effective and short presentation for selling benefits
- Handle unexpected “events” in the whole sales process with confidence and competence
- Develop communication skills driving sales success

# SIMSALES RETAIL FOR SALES TEAM LEADERS

## KEY MODULES:

DURATION: 2 DAYS

- | Introduction to the Main Concepts of the Board Game – Retail Selling Simulation
- | Monitoring Operational Performance
- | Retailing Key Performance Indicators and Metrics
  - Customer retention
  - Customer Satisfaction
  - Average Purchase Value
- | Practical Experience of Retail Staff competence level:
  - Upscaling Questioning Techniques
  - Developing Listening Skills
- | Develop Unique Retail Experience through Own Team
  - Motivating & Getting their Best – Identifying the different approaches to developing your people
  - Business Continuity – How to be prepared for any personnel issues that affect your stores
- | Adapt Sales Approaches to Different Customer Types
  - Experience 6 Different Customer Profiles
- | The 5 Steps Retail Sales Process:
  - Needs Identification
    - Identifying customer's needs and matching them your product portfolio
    - Evaluating client's needs
    - Adapting questions to different customers
    - Understand buyer's motivation and decision-making styles
    - Practice the art of active listening, pacing and leading
  - Presentation & Up-Selling
    - Mastering the FAB:
  - Features
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    - The art of active listening, pacing and leading
  - Closing
    - Understand how to provoke decisions
    - How to stimulate desire to decide and not postpone
    - Practice efficient sales negotiation

- Cross-Selling
  - What questions open the door to new opportunities in the best way?
  - Sell more with less effort
- Maintain the Comprehension and Application of the 5 Steps Sales Process
- The Best Utilization of Time!
  - Retail Staff Product Knowledge
    - Learning about product and services
  - Diverse and challenging situations
  - Experience sharing
- Sales Numbers are Different When Retail Experiences is Different

## LEARNING OUTCOMES:

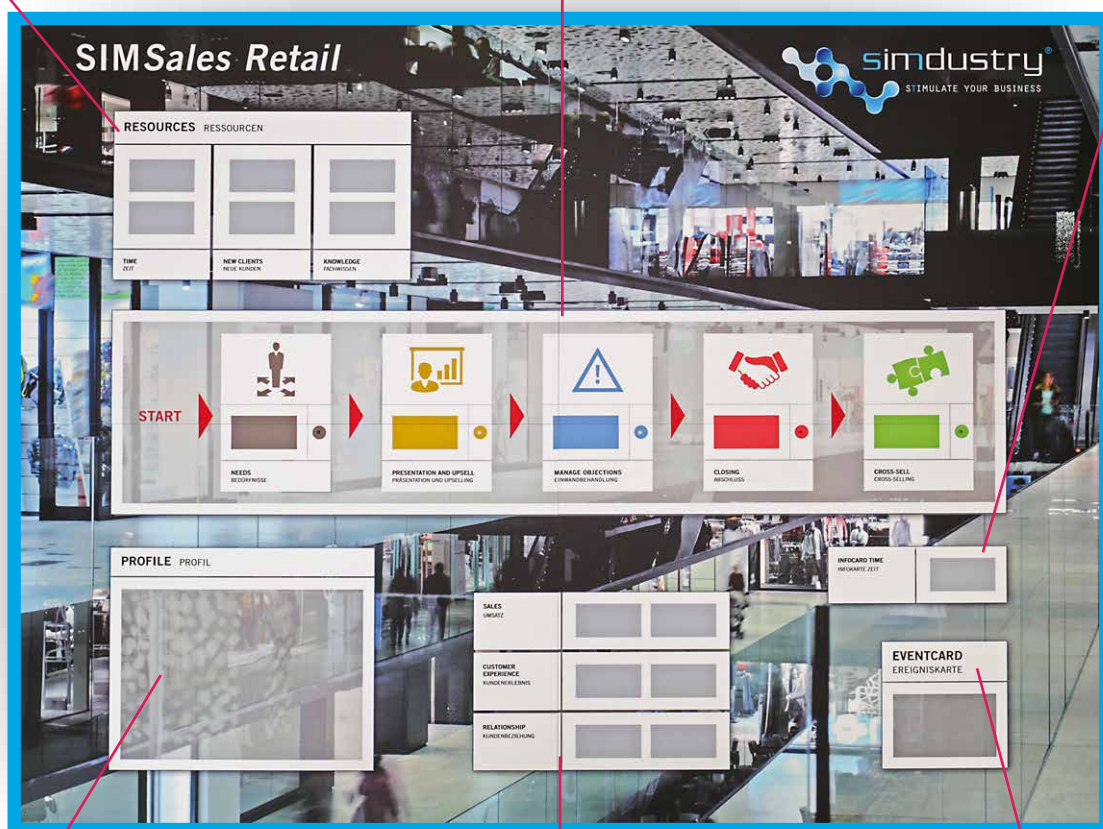
- Manage sales performance thru the 5 steps of the sales process
- Make sense of financial performance indicators
- Manage difficult cases and challenging situations
- Ensure the best practices of up-selling, cross-selling techniques and FAB
- Handle unexpected “events” in the whole sales process with confidence and competence
- Develop communication skills driving sales success
- Create a sharing of methods and approaches in the store/team
- Manage the optimal mix of sales, customer experience and customer relations for our specific business?
- Create an effective team approach to customer interaction

# SIMSALES RETAIL GAME BOARD:

Decide how to invest your time to attract new clients or widen your knowledge

Explore and simulate the full sales process and its critical success factors

Test and deepen knowledge on your products, your company and your business environment



Discover tools for client analysis and adapt your sales approach strategically

Rate and evaluate your behavior on

- Generating sales
- Creating customer experience
- Building customer loyalty

Learn how to deal with unexpected events in your business reality

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



A Subsidiary of



**Dubai Headquarter:** Dubai KV, Block # 2B,  
Office # F1 – F2 Po Box: 501727  
Tel: +971 4364 4670  
Fax: +971 4367 8426

**Cairo Branch:** Cairo Business Plaza,  
Block 424 A 90 St., N Teseen, office #: M301  
Tel: +202 281 180 32 / +202 281 180 31

**Riyadh Branch:** Level 1, Building 7, Zone A  
Business Gate, Airport Road  
Tel: +966 11 261 1417  
Fax: +966 11 261 1418

[www.BB Holding.com](http://www.BB Holding.com)  
[www.BBusinesss.com](http://www.BBusinesss.com)  
[info@BBusinesss.com](mailto:info@BBusinesss.com)