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STIMULATE YOUR BUSINESS



SIMSALES

B2B FOR FRONTLINERS

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SIMSALES B2B SIMULATION

TRAINING OUTLINE



Key Messages

-  **Trainable Sales Strategy:** Strategic selling improves performance by up to 28%.
-  **Value Perception = Loyalty:** 74% of B2B buyers choose vendors who demonstrate long-term value.
-  **Sales Planning Pays Off:** Sales reps who plan strategically outperform peers by 33%.
-  **Customer-Centric Selling = Results:** Companies with strong customer focus see 60% higher profitability.



Objective:

-  Client portfolio analysis and strategic client development
-  Sales activity & resource planning
-  Tools for managing sales processes & building relationships
-  Reflection & direct application of learnings to own client portfolio & sales activities



Delivery Format

-  **Duration:** 2 days (standalone) or embedded in a learning journey.
-  **Available:** Onsite.
-  **Includes:** Simulation license, toolkits and facilitation guides.

Target Audience

-  Sales professionals
-  Key account managers
-  Business development teams
-  Sales managers
-  B2B all sectors

7 Reasons for Business Simulations

Simulation games mimicking business realities have been taking over the L&D landscape as the next step to enhance traditional methods. SIMDUSTRY® is one of the leading simulation companies worldwide – onsite and online! But what makes business simulations so effective for staff development?

Here are 7 scientifically proven reasons.



"Real Time" Feedback

Participants directly experience the consequences of decisions and behaviors.



Visualization of interactions for success

Mapping of the complexity and interdependencies of decisions and behavior.



Risk free Learning & culture of error

"Learning by doing" without economic or personal consequences which strengthens self-confidence.



Reproducing individual business situations

Illustration of a real business world in the simulation board.



Learning in competition

Having fun in competition with other teams.



Team working & interactions

Networking and exchange of experience between the simulation teams and the members.



Sustainable anchoring of learning

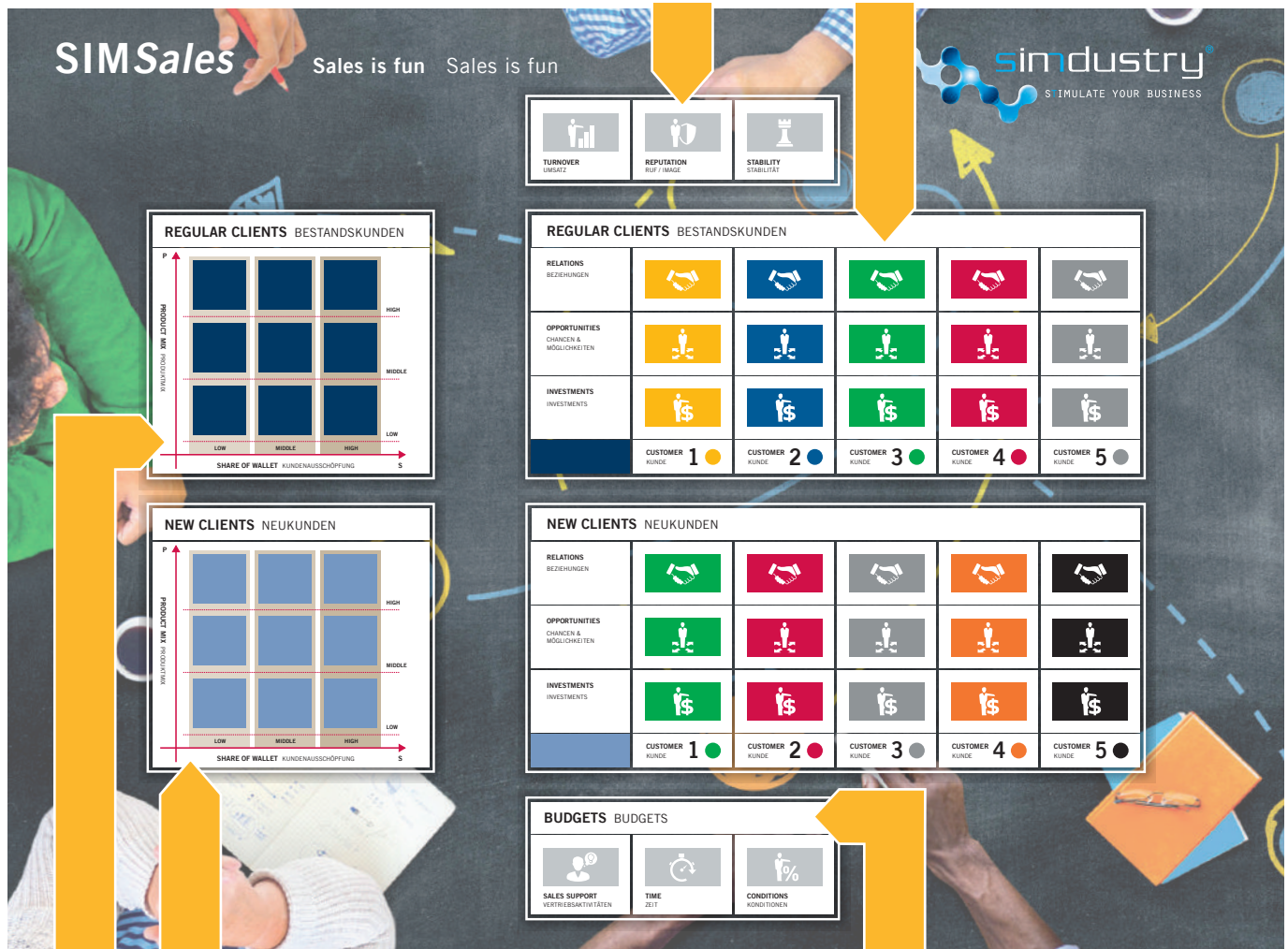
Higher memory through haptic & visual experience as well as repetition. Higher engagement through gamification elements.

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

Analyze & evaluate the efficiency of actions to create loyal and long-lasting client relationships.



Set up a strategic client development and drive client acquisition.

Develop your client portfolio under limited resources

Unique Selling Points (Key Benefits)

- Real-World Sales Strategy in Action
- Customer-Centric Mindset
- Hands-On, Immersive Learning
- Measurable Performance Boost
- Safe Space to Fail and Learn

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Maximize ROI with customized Transformation Journeys



Turns your staff into sales professionals in competing companies, taking responsibility for developing strategic portfolios and creating customer loyalty.
Over several business periods they take decisions competing for the most successful sales performance!

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Core Learning Models Integrated

-  **Account Management Strategies**
Segment, prioritize, and manage key accounts for long-term growth and loyalty.
-  **Sales Forecasting**
Real-time simulation decisions require accurate pipeline management and forecasting discipline.
-  **The B2B Sales Process**
Participants navigate the full B2B sales cycle — from lead generation to closing and retention.
-  **Sales Objectives Planning**
Set strategic sales goals, allocate resources, and align effort with market opportunities.
-  **New & Existing Client Revenue Growth**
The program emphasizes both Hunting (new acquisition) and Farming (relationship expansion).
-  **Prospecting & Acquisition (Sales Funnel)**
Filling and progressing opportunities through the funnel using real-world tactics.
-  **SPIN Selling Strategy**
Situation, Problem, Implication, and Need-Payoff questioning to uncover customer value.
-  **Upselling and Cross-Selling Techniques**
Identify and act on opportunities to increase account value through consultative selling.
-  **Sources of Objections**
Participants identify common objections and explore their root causes.
-  **Closing Technique**
Assumptive Close, Summary Close, Alternative Close.
-  **Common Closing Mistakes**
Simulation feedback reveals missteps in timing, pushiness, lack of follow-up, and poor preparation.
-  **Customer Types**
Learners adapt their communication and strategy to match different B2B buyer personas and decision-makers.

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Simulation Program Agenda

Sales Planning & Interaction with the Client – Part 1



Welcome & Introduction

- Overview of training objectives
- Introduction to the sales process stages
- Participant expectations



Module 1: Prepare & Plan

- Importance of planning in the sales cycle
- Setting sales goals and territory planning
- Researching client needs and market intelligence



Module 2: Prospect and Engage

- Qualifying leads effectively



Module 3: Identify Needs and Opportunities

- Using open-ended and probing questions
- Building trust and rapport
- Identifying customer challenges and goals
- Mapping needs to potential solutions



Module 4: Position & Present

- Creating personalized value propositions
- Storytelling in sales
- Structuring persuasive presentations
- Differentiating your offer from competitors



End-of-Day Reflection

- Key insights and takeaways
- Open discussion and Q&A

Interaction with the Client Part 2 & Post Sales



Module 5: Manage & Proceed Managing Objections

- Common types of objections (price, timing, trust)
- Techniques for addressing objections constructively
- Turning objections into opportunities



Module 6: Close the Sale & Cross Selling

- Recognizing buying signals
- Closing techniques and timing
- Cross-selling



Module 7: Follow-Up and Relationship Building (Post Sales)

- Ensuring delivery and customer satisfaction
- Building long-term relationships and loyalty
- Asking for referrals and testimonials



Case Study & Role Play Simulation

- Participants apply the full sales cycle in practice scenarios
- Peer and facilitator feedback



Closing & Final Reflections

- Recap of key learning points
- Group discussion and closing remarks