



simindustry

STIMULATE YOUR BUSINESS



SIMSALES

B2B FOR LEADERS

STRATEGIZE. CONNECT. **CLOSE THE DEAL.**



LASTING IMPACT

Tollfree

+971 800 Bb World

2296753

www.Bbusinesss.com | info@Bbusinesss.com

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
-  Equip managers to audit and coach sales reps' planning process.
-  Help managers coach outreach strategies (calls, email, LinkedIn).
-  Enable managers to coach deeper discovery conversations.
-  Ensure reps explore both surface-level and strategic pain points.
-  Coach on pricing conversations, proposal delivery, and negotiation.



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

SIMSALES B2B SIMULATION

TRAINING OUTLINE



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

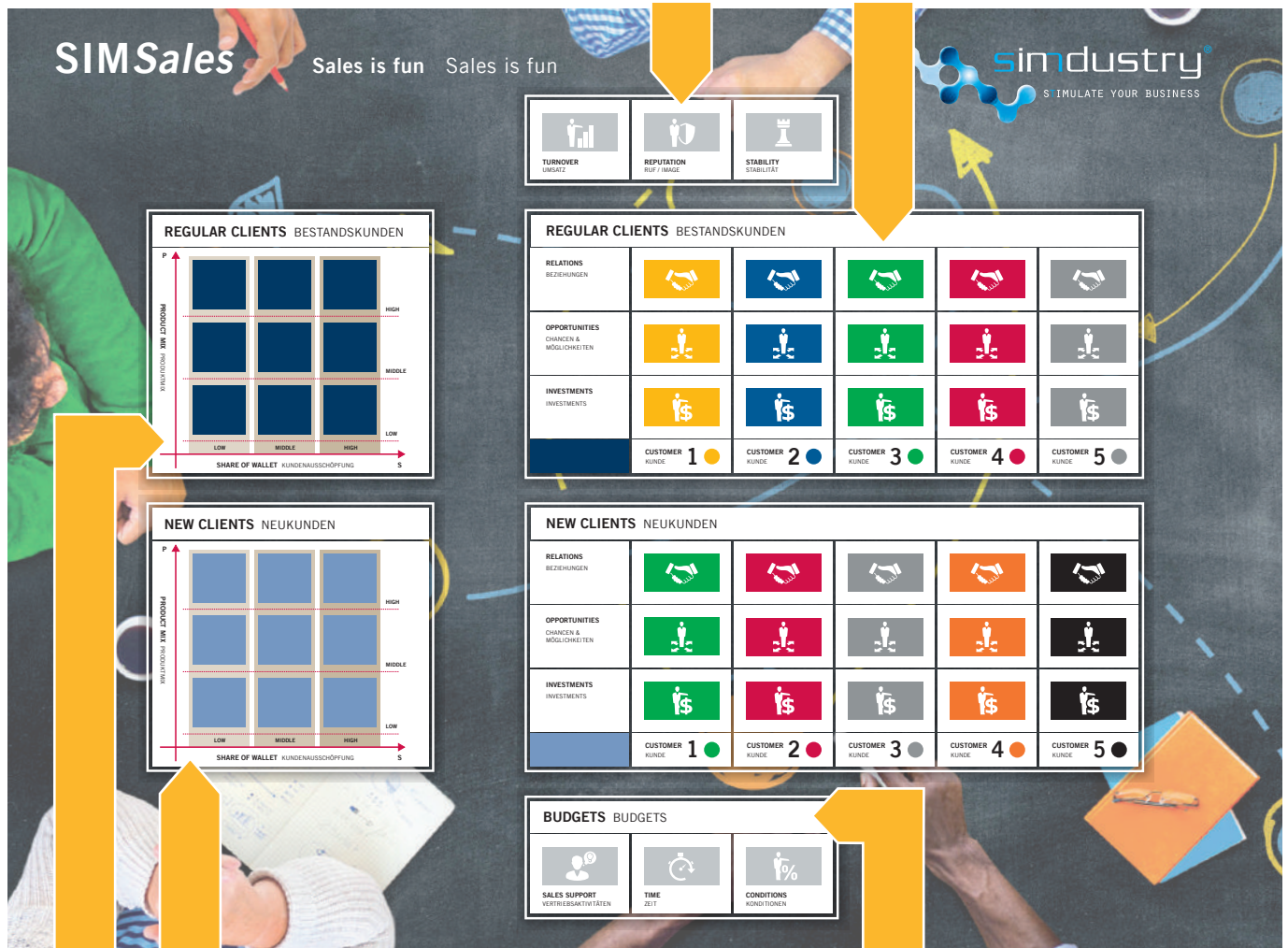
Higher memory through haptic & visual experience as well as repetition. Higher engagement through gamification elements.

SIMSALES B2B SIMULATION

TRAINING OUTLINE

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.



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

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!

SIMSALES B2B SIMULATION TRAINING OUTLINE

Core Learning Models Integrated

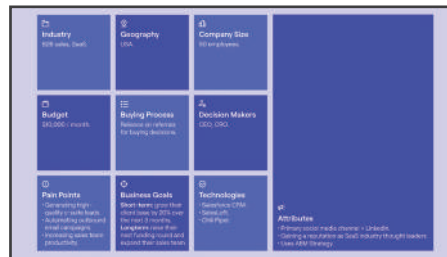
Situational Leadership (Hersey-Blanchard)

adapting leadership style to team maturity



ICP Canvas

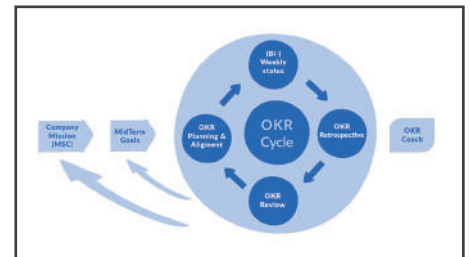
Define ideal customer profiles clearly



OKRs Framework

(Objectives & Key Results)

For goal setting and alignment

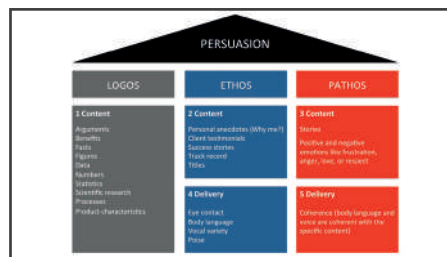


GROW Model

coaching team members during planning sessions

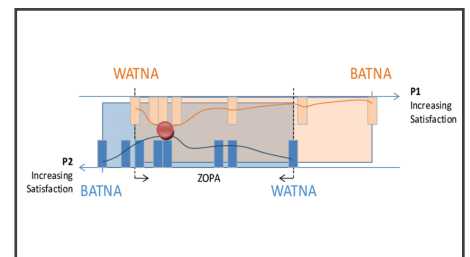


The Five Dimensions Of Persuasion



BATNA/WATNA

Negotiation leverage evaluation



Persuasion Models (Cialdini's 6 Principles)

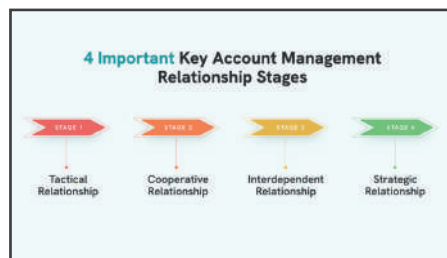
Especially Reciprocity, Authority, Scarcity



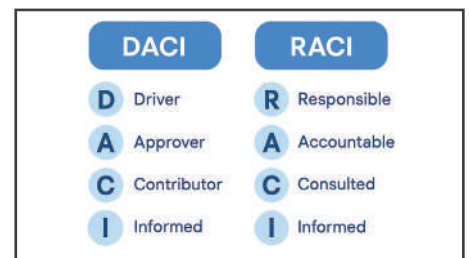
KAM Framework

(Key Account Management)

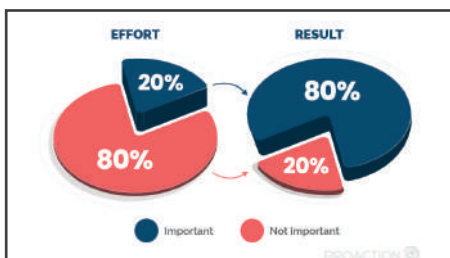
Segmentation, planning, expansion



Cross-Functional Alignment Model (RACI or DACI)

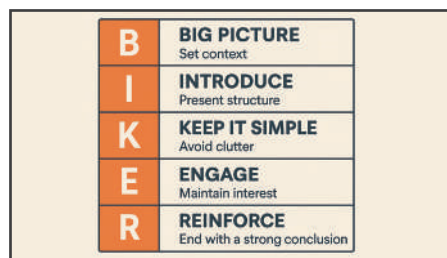


Pareto Analysis 20/80 Rule

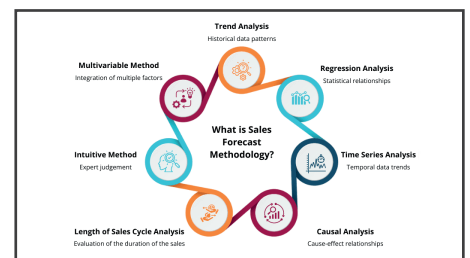


BIKER Model

for Building Presentations



Forecasting Models for Sales Managers



SIMSALES B2B SIMULATION TRAINING OUTLINE



Simulation Program Agenda for Sales Managers

Module 1: Leadership Introduction

Welcome and Program Overview
Define Your Personal Leadership Plan (Vision, values, management style and knowing your team)

Module 2: Phase 1 - Prepare & Plan

-  Poor account research
-  Undefined target personas (ICPs)
-  Align team strategy with goals
-  Provide planning templates and ICP profiles
-  Coach discipline in preparation
-  Strategic Planning & Goal Setting for the Sales
-  Team (OKRs)

Module 3: Phase 2 - Prospect & Engage

-  Weak or generic outreach messages
-  Underutilized prospecting channels (social, referrals)
-  Low outreach activity or poor follow-up
-  Messaging templates and prospecting scripts
-  Motivation & Recognition
-  Reinforce success despite rejection ("99 No's and One Yes" mindset)

Module 4: Phase 3 - Identify Needs

-  Premature pitching
-  key decision influencers
-  Model active listening and curiosity
-  Coach on SPIN and consultative questioning
-  Pipeline Management Coaching
-  Support team in forecasting and opportunity review

Module 5: Phase 4 - Position & Present

-  Feature-dumping instead of value framing
-  Customizing presentations to buying roles (technical, financial, operational)
-  Coaching & Skill Development for Presentation Delivery

Module 6: Phase 5 - Manage Objections & Proceed

-  Avoiding objection discussion
-  Misinterpreting buying signals
-  Objection handling scripts
-  Objection handling simulations
-  Negotiation and deal progression
-  Negotiation & Persuasion Skills Coaching

Module 7: Phase 6 - Close & Cross-Sell

-  Failing to identify or act on cross-sell opportunities
-  Train on closing styles (assumptive, alternative, summary)
-  Use a Cross-Sell Matrix to identify opportunities

Module 8: Phase 7 - Follow-Up & Relationship Building

-  Inconsistent follow-up
-  No growth or expansion strategy
-  Weak relationship with key stakeholders
-  Develop Key Account Management strategies

PROGRAM APPROACH

-  Training phases aligned with the sales cycle
-  **Common sales mistakes the sales manager must be aware of** made by team members in each phase
-  The **manager's role** in development, support, and coaching