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SIMSALES RETAIL SIMULATION

TRAINING OUTLINE



Mastering the Retail Sales Process Through Simulation

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.

Bbusinesss 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 answers 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?

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TRAINING OUTLINE



Key Messages

-  73% of top-performing sales teams follow a structured sales process—consistency drives conversion
-  86% of buyers are willing to pay more for a great customer experience—selling is serving.
-  Confidence in closing increases by up to 40% when sales staff simulate real scenarios.
-  Effective upselling can boost average order value by 30–10%—but only when customer trust is earned.
-  Companies that accelerate new hire sales readiness achieve 60% faster time-to-productivity.



Objective:

Gain awareness and mastery of the 5 steps of the sales process

-  Identify the special success factor of each step within the sales process
-  Handle unexpected “events” in the whole sales process with confidence and competence
-  Apply emotional intelligence to enhance team and customer relationships.
-  Motivate frontline staff and improve engagement.
-  Foster a customer-centric culture.
-  Handle customer complaints and service escalations effectively.
-  Apply service recovery strategies to retain customer trust.
-  Understand and act on key performance indicators.
-  Make sound decisions under pressure.



Delivery Format

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

Target Audience

-  Retail sales Managers
-  Retail Supervisors Advanced
-  Sales trainer Advanced
-  Sales Business Partner (HR, Marketing)

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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.

But what makes business simulations so effective for staff development?



"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 RETAIL SIMULATION

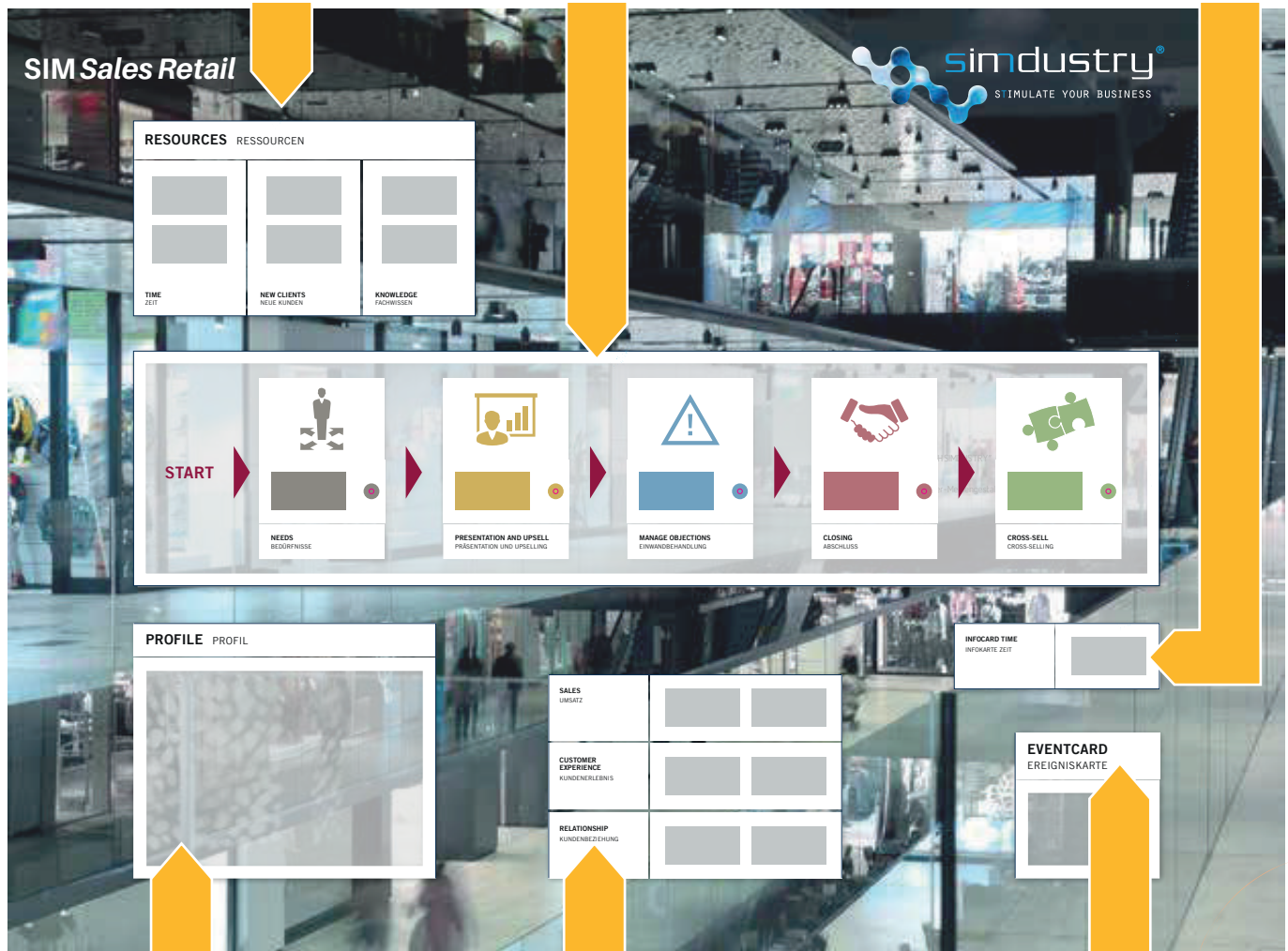
TRAINING OUTLINE



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 of your products, your company and your business environment.



Bind talents to the company by minimizing their retention risk.

Create development plans considering both personal & business needs

Develop a solid succession plan for the team members and the manager him or herself.

Unique Selling Points (Key Benefits)

- Built on proven sales psychology and learning models, participants master core sales behaviors through immersive, scenario-based learning.
- Participants **learn by doing**—making decisions, reacting to customer scenarios, and reflecting on performance in a **competitive, engaging format**.
- Boosts key sales metrics like **conversion, confidence, and consistency**, while improving customer satisfaction and team collaboration.

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TRAINING OUTLINE



Turns your participants into sales people in competing retail companies competing for the “maximum commercial efficiency”. In teams they explore and simulate the five steps of the sales process – not easy, but full of fun, in-depth insights and learning.

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TRAINING OUTLINE



Simulation KPIs



Sales (Turnover)

It means that the decision taken increases the chance of making sale.



Customer experience

It means that the chosen behavior allows the customer to understand and appreciate the product through its presentation and, thus, enjoy the buying experience.



Relationship

It means that the sales process gives the opportunity to improve the relationship with the buyer and increases the possibilities of his buying, being willing to return and recommending the shop to others.



Development Program Approach

Sales Concepts Turned into Action

Core sales models such as **Sales KPIs, customer types, buying behavior, objection handling, and upselling** are embedded into the experience—not just taught, but practiced.

Product Conversation Mastery

Learners apply the **Features-Functions-Benefits (FFB)** model to confidently talk about any product—turning technical info into customer value.

Customer Psychology Built-In

The simulation focuses on **why customers buy or don't buy**, how to overcome customer fears, and how to tailor the approach to different buyer profiles.

Performance-Based Learning with Measurable Results

Participants track and improve on **sales KPIs** within the simulation—reinforcing a **performance mindset** and outcome-based learning.

Practice Objection Handling in Real Time

Salespeople sharpen their ability to respond to **realistic objections**—gaining tools to **stay confident, credible, and customer-focused** under pressure.

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Core Learning Models Integrated

-  **Hersey-Blanchard Situational Leadership Model:**
This model helps leaders determine the best style to use when managing a team, based on the development level of the team members (competence and commitment).
-  **Goleman's Emotional Intelligence Model:**
Daniel Goleman's model of emotional intelligence includes five key components
-  **The 5 Stages of Active Listening:**
Receiving: Listening to the words spoken.
Understanding: Comprehending the message.
Remembering: Retaining the message.
Evaluating: Judging the content.
Responding: Giving feedback.
-  **Cognitive Behavioral Therapy (CBT) Model:**
The cognitive triangle is a core concept in CBT and involves the relationship between thoughts, emotions, and behaviors. By identifying and challenging negative thought patterns, individuals can manage their emotional responses and behaviors effectively.
-  **SBI (Situation-Behavior-Impact) Model:**
This model provides a structured approach to giving feedback, focusing on specific situations, observed behaviors, and their impact
-  **STOP Framework:**
This decision-making model is designed to slow down and reflect before acting:
Stop: Pause and take a moment to think.
Think: Consider the options and consequences.
Optimize: Choose the best solution.
Proceed: Take action with a clear, calm decision.
-  **Pareto Principle (20/80 Rule):**
This principle suggests that 80% of outcomes result from 20% of efforts or inputs. It helps leaders focus on the most impactful tasks and areas that will yield the greatest results.

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Learning Models – Program Agenda

- Why Retail Sales Simulation?
- Simulation Objectives
- Setting Up The Simulation



Needs Identification

Customer Types

- Direct Customer (Fast-paced + Task-oriented)
- Spirited Customer (People-oriented + Fast-paced)
- Considerate Customer (People-oriented + Slower-paced)
- Systematic Customer (Task-oriented + Slower-paced)
- Activity – Identify Customer Types

Types Of Questions

- Open-ended Questions
- Closed-ended Questions
- Probing Questions
- Priority/Value-based Questions
- Reflective Questions



Presentation & Upselling

- Why Do Customers Buy?
- Introduce The Product
- Connect The Product To the Need
- Present Features As Benefits (FFB)
- The Power Of Suggestion (Upsell-sell)
- Involving The Customer
- Using Positive Language And Reassurance



Handling Objections

- An Objection Is Not A Rejection
- Why Don't Customers Buy?
- Activity – Objection Handling Handbook



Closing

- Help Customers Act
- When To Close
- Closing Techniques For Retail
- Common Closing Mistakes



Cross - Selling

- Types Of Cross-selling Techniques
- When To Cross-sell

Additional Agenda for leaders Leading People & Team



Situational Leadership in Retail

- Introduction to Situational Leadership (Hersey & Blanchard model)
- Directive vs. Supportive behaviors
- Four leadership styles: Directing, Coaching, Supporting, Delegating
- Diagnosing employee development levels
- Applying Situational Leadership to retail scenarios



Daily Team Huddle

- Purpose and structure of team huddles
- Key elements to include (KPIs, recognition, updates)
- Facilitating energizing and inclusive huddles
- Avoiding common pitfalls



Four Components of Emotional Intelligence

- Self-awareness
- Self-management
- Social awareness (empathy)
- Relationship management



Intrinsic vs. Extrinsic Motivation

- Definitions and differences
- Identifying motivators in retail teams
- Aligning roles with personal drivers



Recognition Techniques

- Verbal and non-verbal recognition
- Public vs. private recognition
- Creating a recognition culture