

## REAL SITUATIONS: YOUR PRODUCTS, YOUR CUSTOMERS...

business simulation **SalesPro**

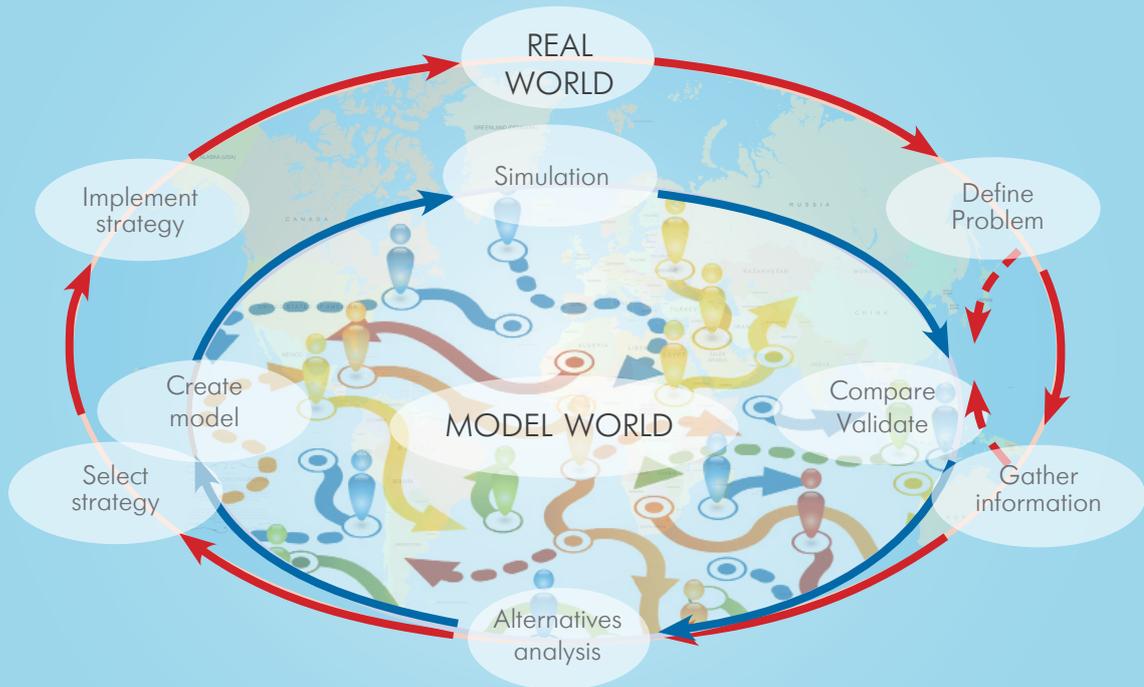
**“SalesPro”** is the modeling of methods and techniques that sellers use in the process of interacting with customers and concluding a deal. Two teams of sellers, competing with each other, are striving to sign a contract with the client. Sellers hold meetings, presentations and negotiations with representatives of the client’s team. At the end of the game, «customers» define the team whose activities were most effective.

Participation in the game will allow managers to experiment with different approaches, determine their strengths and weaknesses in sales and negotiations. Managers have the opportunity to try on both the role of customers, and in the role of sellers. During the game, there is an evaluation of the activities of sellers. This enables participants to identify development goals and plan further actions. The game case is developed for a specific company and a group of sellers - on real products and work situations.

## RESULTS

- Awareness of the selling process as a whole;
- Success measurement and understanding of multiple factors which influence the process;
- Individual appraisal of activity;
- Feedback for every participant;
- Determining areas for improvement.





## GAME STAGES

1. Introduction and explanation of the rules.

2. Holding meetings with «clients» and collecting information. Preparation of the proposal and presentation.

At this stage, there are meetings between sellers and customers. The meetings have three objectives: to collect information, to communicate information and to evaluate the sellers' actions.

3. Conducting the presentation. Preparation for negotiations..

Sellers' teams present their solutions in the form of a

presentation. The client team evaluates the structure, clarity, consistency of information, as well as the manner and presentation skills.

4. Conducting negotiations.

The client team meets with both teams of sellers to discuss the initial proposals and the differences that have arisen. Negotiations can be conducted in several stages.

5. Analysis and discussion of the results.

Sellers' teams evaluate their own activities. A team of clients discuss with which team they are ready to sign a contract or continue the interaction. After the announcement of the clients' decision, a discussion is held in the general group on the game results, the process of team interaction, teamwork

Format: Modeling.

Audience: sales specialists.

Group Size: 9-12 participants.

Duration: 2 days, on the second day there is a change in the composition of the teams.

”

*For me, it is important to see, what changes have taken place in the participants. According to them, I can see that the game is aimed at such skills as information analysis, planning, teamwork, negotiation, communication. The game situation allows us to identify habitual and often inadequately effective participants' actions, and then make them a target of discussion.*

Yvette Kolymba,  
Head of the Development and Training  
Department, LLC "GC" Rosgosstrakh "