



## What is the market share your sellers can get?

The ideal salesperson has several key skills: he is able to hear the client and understands his needs, effectively conducts presentations and is known as a recognized master of negotiations.

But do you know what your best seller spends his talent on? What companies he is focusing on and how promising are they for your company?

Participation in the business simulation «Market Battle» will help you to find answers to these questions.

## EXPECTED RESULTS:

- ❖ Improvement of personal performance and sales figures;
- ❖ Improvement of the information analysis and territory planning skills;
- ❖ Unusual vision of the situation;
- ❖ Effective decision-making process;
- ❖ Effective sales;
- ❖ Focus on results and goal's achievement.

## Analysis of the territory and the client

## KEY COMPETENCES:

- ❖ Goals achievement;
- ❖ Time management;
- ❖ Effective sales skills;
- ❖ Territory management;
- ❖ Information analysis;
- ❖ Structured thinking;
- ❖ Planning skills;
- ❖ Entrepreneurial approach.

# WHAT IS THE GAME ABOUT?

We can endlessly and productively communicate with the client, find a common language, develop the necessary proposal, go to the contract conclusion and ... only here find out that all this time there was another client, waiting for us with a much more attractive order. How to properly distribute efforts, determine the potential of the client and achieve the desired results, spending less effort?

Business simulation «Market Battle» is aimed at modeling the process of the seller's work with his territory, an entrepreneurial approach to working with clients and a systematic planning. In the process of simulation, it is possible to assess both the key skills of conducting the stages of sale, and the ability to work with the territory.

## GOAL:

Teams will have to analyze the territory, determine the working strategy and get the largest market share compared to competitors.

## GAME STAGES:

1. Introduction and explanation of the rules.
2. Territory analysis.
3. Work with clients (holding meetings, developing proposals and negotiating).
4. Analysis of results and discussion.

## GAME APPLICATION:

- ❖ Separate event;
- ❖ Combination with other trainings;
- ❖ Assessment of employees' activities and competencies;
- ❖ Non-standard holding of meetings.

## SKILLS:

- ❖ Information analysis;
- ❖ Planning activities;
- ❖ Identification of key factors and key persons of the company;
- ❖ Sales skills;
- ❖ Prioritization;
- ❖ Teamwork.



Sales, work with the territory, information analysis  
15 – 60 participants | 1 day | Sales team