

Business Simulation Workshop™

Business Simulation Workshop™ is an intensive sales process implementation workshop that simulates a real life selling-buying process during a 48-hour training. This service is best suited for sales management and sales people who have a certificate in sales process related training.

Agenda

- Intensive sales process implementation workshop by simulating a real sales case
- Simulates real-life selling-buying process in 48-hour game environment
- The objective is to train and implement a sales process and sales tools in practice
- How to enhance sales coaching and sales management in real environment
- Can simultaneously act as an sales assessment tool

Why

- Integrate theory and sales training into practice
- Increase team selling skills and team engagement skills
- Open up the strength of a sales process and the sales tools in practice
- Evaluate sales project management competence
- Motivate sales managers for coaching

To Whom

- Sales teams, Sales Managers, presales and Sales Engineers
- Marketing and sales support
- Business linen management

Deliverables

- Best practices and lessons-learned examples
- High motivation towards high performance sales culture
- Management commitment
- A winning spirit

Five-step-approach™



Success Story Case Example – Sales Process Implementation

Customer Challenge

An industrial service company had defined its sales process, trained a number of people with CustomerCentric Selling® to follow the process and apply the designed and modified sales tools. However, six months after the training the management realized that a considerable portion of the sales force were applying the sales tools and techniques inefficiently and not really seeing the benefits from applying all the tools.

Solution Provided

Customer Centric Selling Europe™ was asked to enhance the implementation of the sales process and the sales tools. Customer Centric Selling Europe™ designed a Business Simulation Workshop with the purpose to simulate buying and selling in a real environment.

Result

Motivation to apply sales process and sales tools was immediate. With the thorough analysis of the workshop results it was possible to share the best practice approach and way of working. At the same time business line management had a snap-shot of the sales performance at glance.

Why Customer Centric Selling Europe™?

The customer chose Customer Centric Selling Europe™ as they had a clear and proven methodology to run a real life simulating workshop involving over 30 people at the same time.

Simulation acted as an effective tool to leverage sales best practice that followed the systematic sales process.

