

WE'RE BACK!

What do you do when 93% of participants rate your program as the most engaging, inspiring and impact-laden sales training experience ever? You challenge yourself blow it out of the water by designing the most comprehensive, deep-drill sales simulation ever. Welcome to the Sales Championship II™.

Sales Competition Experience



“Playing the role of the customer gave me a very good perspective of what it takes to build trust, relationships and how trust leads to business deals and ventures.”

The Sales Championship II™ is our most comprehensive, customer-focused sales simulation to date. Participants become the sales force for the world’s largest consumer packaged products company. They work in groups comprised of three account teams, sharing insights, instincts and motivation, while driving towards a common goal: sales volume and seizure of market share. Account teams must dig deep into their customer’s business issues and use a broad base of expertise that they acquire from internal resources at their disposal (marketing, logistics, finance, consumer market knowledge and customer analysts). The account teams then deploy the knowledge and tools that they gain to solve customer problems. In order to effectively solve these problems, they collaborate with their resources and creatively offer practical win-win solutions for and with their customer. Participants learn to think outside the conventions of traditional sales tactics and develop an ability to nurture fruitful relationships with their customers in a safe selling environment where one can gain from their mistakes and successes. In essence, the sales account executives learn how to win big with their customers while satisfying their business needs, all to the benefit of their own organization.

Sales Championship II™ Program

1. Highly competitive full-day sales training program:

- Welcome, Introduction and Warm-Up
- Sales Competition
- Debrief, Feedback and Application Session for Turning Learning into Action
- Awards Ceremony

2. What’s different? The Sales Championship II™:

- Can be facilitated over one, two, or three strategically focused days
- Highlights the role of the customer general manager
- Uses our proven, tested sales model as behavioral assessment in Sales Championship analysis
- Leads participants to strategize as a part of a sales duo, putting an accent on communication and teamwork

Sales Competition Experience

“I learned to trust in my abilities and have confidence. I enjoyed using resources and realizing enhanced sales when we best utilized them.”

DEBRIEF AND DIRECT APPLICATION

- Competition Overview and Analysis
- After Action Review Process: Turning Learning into Action
- Participant Feedback from Customers, Resources and Sales Executives
- Personal Development Dialogue and Performance Improvement Planning

LEARNING OUTCOMES

- Understanding how to reach win-win agreement on behalf of your organization and customer
- Improving communication skills; leading to improved personal business relationships and fruitful business ventures in the long-term
- Increasing multifunctional/general management knowledge
- Successful deployment and leveraging of internal resources in order to deeper understand possible customer solutions
- Getting things done; juggling; planning; strategizing; meeting in a hectic, information-loaded and time sensitive environment
- Improving selling skills through personal feedback from your customer
- Understanding the depths of customer needs and how to develop deep relationships with them

“It’s reality:
it’s not just about
selling product,
but solving
issues first.”

PARTICIPANT QUOTES

“Much more relevant to what sales people face each day in the context of our positions. It is something we can take back to our customers and continue to grow.”

“The time restraints really exposed the weaknesses and opportunities in our daily approach to business.”