

"This was the best sales and marketing training that our company has gone through in 20 years."

Planet X



Planet X is the most challenging and exciting real-life sales simulation on the market today. Participants leave with a renewed commitment to exceeding targets, to growing existing accounts, to developing new markets and to understanding the real needs of their clients and customers.

Participants are divided into two groups made up of customers and business teams. The business teams are then further divided into the roles of Sales Manager, Marketing Manager and Sales Representatives. The customers are all given individual establishments to operate for the three 'years' within the simulation.

The scenario provides each of the business teams the opportunity to build business in a territory (Planet X) recently opened for business because of the New Intergalactic Free Trade Agreement (NIFTA). They are competing in the industry of Intergalactic Water and Ice. Each team has a different brand of Intergalactic Flavoured Water, which is sold through the restaurants and bars of all the planets. Each brand has its own history, product features and traditional markets. The end users of these products have a set of preferences. It is the job of each team to ensure that they modify their strategic plans and base their resource allocation decisions (human resources, time, money, promotional programs) on the changing economic, political and social profiles on the planet over time.

Each team has to gather and share information, develop strategies and promotions, sell and service customers, and react to the dramatic changes sweeping the Planet. The customers will be feeling the effects of the entire business process and will face both the rewards of building beneficial relationships and the penalties of short-term thinking. As the years progress, only the teams that have been able to build long-term relationships with their customer base will have great success on Planet X. It is an intense experience that is literally out of this world.

LEARNING OUTCOMES

- Illustrating the importance of face-to-face selling skills
- Highlighting the influence of preparation on the results of each sales call
- Demonstrating the significance of client relationships and adding value beyond the product being sold
- Allowing participants to experience first-hand the customer's reality
- Emphasizing the need to have a strategic sales plan that is adaptable
- Demonstrating the crucial role that gathering and sharing information plays to the selling process
- Illustrating the critical role played by the support functions to the sales team and the need for the entire team to commit to the sales goals
- Exploring the need to think of both short-term and long-term sales objectives
- Illustrating the importance of understanding, segmenting and targeting the market
- Prioritizing and allocating resources (time and finances) against the key targeted areas
- Emphasizing the importance of character in achieving outstanding long-term sales results

We work on six continents, in 20 countries, in ten languages. If we can help, contact us today: