



**Sales Training, Coaching and Consultancy.**

**SALES SIMULATIONS OVERVIEW**

# Sales Simulations

Building new skills requires salespeople to be willing to make a change and requires the organisation to provide a safe yet challenging opportunity to practice the new skills.

If you ask most sales professionals about their skills base, the answer usually has an optimistic bias as to their capability, which can lead to resistance when it comes to taking on new training.

Sales Simulations are a great way to soft test those new, core skills and support learning and development. It's essentially a training course in a coaching environment, with a focus on teamwork and capability building, together.

## I Delivery Options

As part of our approach, we run a thorough diagnostic before we design the learning programme itself.

Sales Simulations have the following benefits:

- Provide an assessment of your team's current capabilities.
- Offer support for the reinforcement of other sales training modules.
- Provide support for pitching a new value proposition.
- Can be used as a recruitment tool.

Sales Simulations can often consist of a range of learning and delivery methods, which may include:

- Classroom based training - this can often focus on a single capability e.g. pitching skills.
- Role-play simulations - using actors to play the role of a customer.
- Deal Clinics - Coaching sessions working with teams on live deals, reviewing opportunities and accelerating closure rates.
- Team Pursuit - Teams are split into smaller groups, competing to secure appointments to pitch, negotiate and win deals.

Feedback is important which is why team members will receive this at every stage.

## I What is a Sales Simulation?

- A challenging "reality check" on a team or group of teams current skills base.
- A customised, immersive experience, where coaches create industry specific challenges and test teams to see how they respond.
- Information on team behaviour and reaction is gathered into a report as a reliable and accurate source of understanding.

## I What are the Benefits?

- Practice new skills in a safe environment.
- Experiment with new ways of dealing with common challenges.
- Clearly identify areas of strength and development needs.
- Embeds learning from other sales training courses.
- Receive immediate expert feedback on their performance.

## I Who should take the course?

- Sales Professionals.
- Account Management Professionals.
- Business Development Professionals.
- Customer Service Professionals.

## Steve Moore

National Sales Director

*"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses - this stuff really works!"*



## | About Salestrong

Salestrong is a sales performance consultancy providing sales transformation services in some of the worlds largest companies, through our Training, Coaching and Consulting expertise.

We're trusted for 3 key reasons:

- We offer bespoke solutions to achieve your goals.
- Our clients choose us because we align with their values.
- Finally, we guarantee a return on your investment.

**Sales Performance. Guaranteed.**

 **Salestrong**

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