

So now that you have built a sales training curriculum to improve the effectiveness of your sales team, do you find yourself asking; are the sales reps really more proficient than they were before the training? While you may have a great program, there is no way of actually knowing how well your sales team can apply the new skills, knowledge, and processes that were taught during training. This is where we step in and build a completely customized Competitive Sales Simulations™ for you.



Our competitive simulations are designed to challenge the thinking and application of the sales team. During the simulation, participants learn how to apply the new skills, tools, and processes they have been taught. It makes no difference whether the new skills are tactical selling skills, strategic selling skills, or negotiation skills. Competitive simulations are designed to drive the application of the new skill or market knowledge.

Our competitive simulations are not merely dressed up “role-plays” that your sales reps have been through dozens of times. Our competitive simulations are designed to come as close to replicating the reality of what your reps see in the field. Some decisions they make during the simulation will pay off in huge dividends, while other decisions will force them to think deeply about consequences. Just like in real-life, in these simulations, the reps will compete with others, and those who are strategic planners and have greater proficiency in tactical execution will win. The program offers a total immersive sales training experience designed and crafted specifically to replicate your marketplace and help your sales team apply the skills, knowledge, process, and tools in an impactful way. Competitive Sales Simulations™ can be used to train sales teams on new product launches, face-to-face selling skills, strategic opportunity planning, and negotiations.

## Key Benefits



- Assess and make corrections to poor application of new skills, process or tools
- Test what if scenarios and provide the opportunity to make mistakes in a safe and realistic environment
- Get context, content, and process, which are relevant, practical, and directly applicable to the job
- Shorten learning cycles because of immediate feedback
- Drive business impact through strategic application of critical selling skills