


USE CASES

for Ignite's Sales Simulations



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USE CASES FOR IGNITE'S SALES SIMULATIONS

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USE CASES FOR IGNITE'S SALES SIMULATIONS

Sales Transformations

The Greek philosopher Heraclitus said it best: the only thing that is constant is change.

Nowhere is this truer than in the business world. Technological innovation and competitive, demographic, and regulatory change are relentless, and companies must keep up or get left behind.

Many clients come to us because they need help transforming to keep up with the changing business landscape. For example, one of our clients had an innovative solution and had to take market share from competitors. Their sales team had traditionally called procurement managers, focusing heavily on price. To be successful, they would now have to sell their new solution to line-of-business buyers who would understand and appreciate the value of this innovative new offering. This was a significant shift in focus for our client, and they turned to us for help.

Sales transformation initiatives can fail for several reasons. Often, leaders try to change too much too quickly, and in the process create chaos. Second, leaders can become overwhelmed and paralyzed by the scope of the change that has to take place and move too slowly. Finally, sales transformation programs can be poorly conceived and executed, get labeled as “flavor of the month”, and aren't embraced.

We help you start your transformation with your end goal in mind by clarifying your strategies and objectives. Too often companies lack a clear sales strategy. Many believe a sales strategy is to have their team call higher in the account. That's not a sales strategy, that's a sales behavior. We help our clients establish smart strategies like customer targeting and product mix. Then we help you to identify and prioritize the critical behaviors and skills you need across your sales and support teams to achieve success, and a timeline for getting everyone proficient in the new reality. We call this process “learning alignment.” It gives you a roadmap to success you've never seen before, the ability to prepare your teams for future success, and the processes that will hold everyone accountable.

Finally, we work with you to design and deliver the training and development to ensure your people – from front-line sales reps to managers – are ready, willing and able to do what's expected. In some cases, we reactivate training and enablement investments you've already made; if necessary, we design and deliver new training and tools.

Our simulation-based sales training approach works well in the context of a transformation because it helps reps and managers experience the future state you want in an active, hands-on way that is as close to reality as possible. The simulation experience is collaborative but competitive, creates a sense of urgency, and sends a strong message about what matters most. It also helps sales managers understand the change and develop the coaching skills necessary to support the change in their team.

For more information about how we can help you transform your sales organization with success, not stress, please [contact us](#).

**Transform your
sales organization
with success,
not stress.**



USE CASES FOR IGNITE'S SALES SIMULATIONS

Sales Strategy Execution

There are many situations when you need your sales team to execute a new strategy to help you meet and exceed your sales targets, but you don't need a full-fledged sales transformation.

We help you identify precisely what you need to do to bring this new initiative to life for your customer-facing people, in the most effective and efficient manner.

For example, we had a client that knew they had to capture a more significant share of renewals, as well as win back customers who were transitioning portions of their business to competitors. Successfully executing this strategy would require service engineers to work closely with account teams to identify opportunities and expand relationships beyond the technical users with whom they typically interacted.

We started by working with sales leaders to break the strategy down into objectives and behaviors. It was important to define the new sales process, clarify roles and responsibilities, and determine the skills and behaviors necessary to execute this new approach. It would have been tempting to over-engineer the solution, but we used a pragmatic approach, based on what we know works, to "right size" the solution.

Then we helped the teams learn the new process and develop the new skills through an end-to-end sales simulation. These were highly skilled professionals with years of experience. We didn't need to teach them new skills, but rather help them discover how to apply their skills in the context of this new sales approach so they could execute the strategy. Through the learning activities, we surfaced several additional ideas to refine the strategy and execute it better.

This is just one example of how our sales simulations can help you execute a new strategy effectively and efficiently. We believe that experienced professionals learn best through hands-on use and self-discovery.

If you have any questions, please don't hesitate to [contact us](#).

Execute a new sales strategy effectively and efficiently.



USE CASES FOR IGNITE'S SALES SIMULATIONS

Reactivating Sales Improvement Initiatives

Every year, companies invest millions of dollars in implementing new sales methodologies and tools and developing new skills to improve sales. However, in many cases, these initiatives don't stick because they are not correctly implemented or integrated into day-to-day selling activities.

We often see organizations introduce a new methodology without thinking through how it will mesh with methodologies and processes they already use. Similarly, we see salespeople loaded up with backpacks full of sales collateral without proper instruction on what to use when and how to best use it with customers.

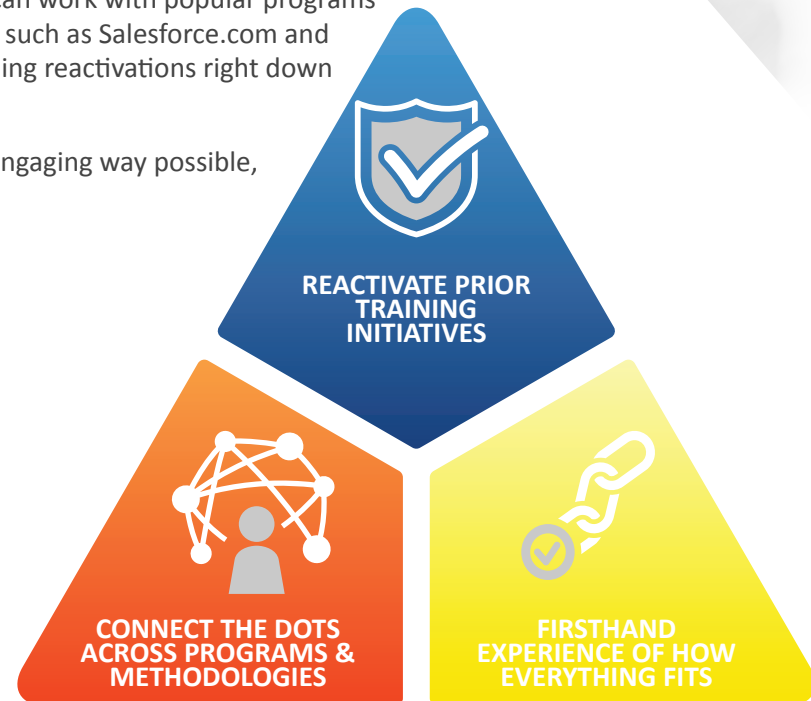
When good programs die, the organization doesn't get the expected return on their investment. Furthermore, cynicism heightens, and your credibility can take a hit, making it even more challenging to change sales behaviors.

Through our sales simulations, we help you reactivate prior sales training investments in a way that is active, competitive and fun. We can help you connect the dots across multiple programs and methodologies, so your salespeople and managers experience firsthand how everything fits in the effort to win new business.

Although we have our own programs, we are methodology and tool agnostic. We can work with popular programs such as SPIN, Challenger, Solution Selling and Miller Heiman, and incorporate tools such as Salesforce.com and other popular CRM systems. We have the flexibility to deliver comprehensive learning reactivations right down to quick skill tune-ups at national sales meetings.

For more information about how we can help you reactivate learning in the most engaging way possible, please [contact us](#).

Integrate tools and methodologies into day-to-day selling activities.



USE CASES FOR IGNITE'S SALES SIMULATIONS

New Hire Onboarding

If you're like most of our clients, recruiting quality sales people, shortening their time to productivity, and minimizing attrition are critical to achieving your growth goals. Through our simulations, we offer a practical approach that is fun and extremely useful.

New hire onboarding typically fails because companies overwhelm new hires with volumes of disparate information, from business processes and regulations to system, tool, and product training. There's just so much a new hire needs to know. While some of this fire hose of learning is unavoidable, companies often miss helping the new hire "connect the dots" across all these resources so they quickly become able to sell a solution to clients.

That's where we help.

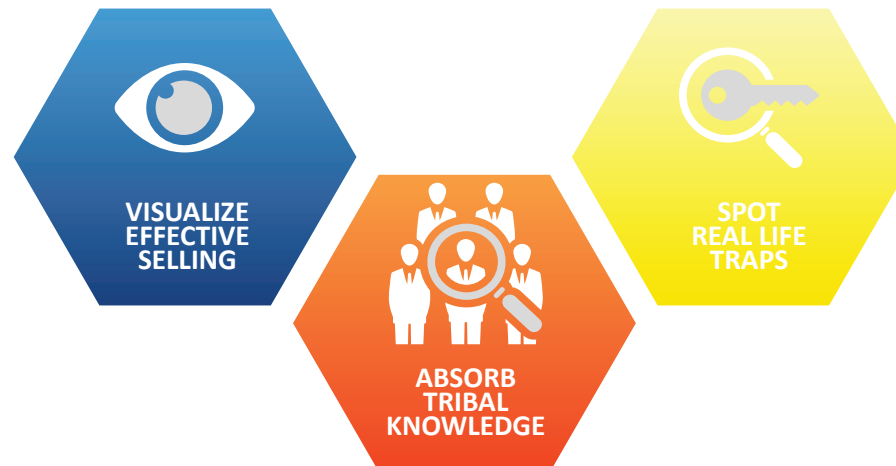
First, if you don't have an adequate new hire onboarding program or if you have gaps, we can design one for you. We have a comprehensive, modularized curriculum that is "plug and play" to help you get started quickly and with minimal risk.

Second, although we have methodology and skills programs, we are program and tool agnostic. This means we can integrate any program or tool you already use into an onboarding experience that helps the new hire connect the dots and tie everything together in an immersive capstone learning experience.

Our simulations are often team-based and a bit competitive, enabling new hires to learn from experienced sellers and managers. This helps the new hire cut through the noise to see how effective selling is done, absorb tribal knowledge, and learn to spot the traps they will encounter in real life. This also helps you send a strong message about the collaborative, results-oriented, high-performance culture that you want to create.

If you have questions about how we can help you create an outstanding new hire onboarding program for your sales team, please [contact us](#).

**Cut through
the noise and
let new hires see
how effective
selling is
done.**



USE CASES FOR IGNITE'S SALES SIMULATIONS

New Product Launch

Successfully launching new products is critical to growing market share and margins and achieving revenue targets. Every year, companies spend billions of dollars developing new products that don't get traction and ultimately flop.

Too often, product launches focus heavily on educating salespeople on the detailed aspects of the product and not nearly enough on understanding how the product is bought and how it should be sold.

This leads to the following key reasons why product launches fail:

1. The sales person doesn't understand the market and the competitive landscape
2. The salesperson doesn't know which prospects to target first
3. The new product requires the salesperson to sell to a different set of influencers
4. The salesperson doesn't know the decision-making criteria
5. The sales person is not prepared to respond to objections they will face

We have over 20 years of experience helping some of the world's most trusted brands launch new products with confidence and certainty. Our sales simulations help product managers better prepare sales teams to sell their product by overcoming the five failure reasons and creating an end-to-end learning experience that encapsulates everything it takes to be successful. Product knowledge gets delivered in the context of a live deal.

We work with you to create a customized program that covers all the bases and is delivered in a way that is fun and competitive. Also, we create a separate track for your sales managers to ensure that they know how to coach their teams to sell the new offering. Finally, we deliver a capstone learning experience that connects all the dots and brings it all home for the team.

Our approach creates a higher level of accountability to learn and achieve results, and more enthusiasm to position the new offering because reps and managers are better prepared and understand the strategic rationale driving the new product.

For more information about how we can help you successfully prepare your sales team to launch new products or solutions, please [contact us](#).

Create an end-to-end learning experience that encapsulates everything it takes to be successful.



CUSTOMIZED PROGRAM



UNIQUE TRACK FOR SALES MANAGERS



LEARNING DELIVERY

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Aligning Sales, Marketing, and Customer Success Teams

It should come as no surprise that buyer behavior has changed drastically over the past several years. In response, companies have doubled down on digital and content marketing in hopes of influencing buyers and engaging them as early as possible in their sales cycle. The line between marketing and sales is blurring.

A similar dynamic exists between sales and customer success. Landing new customers is difficult and expensive. More than ever, companies require customer “renewals” to drive profitable growth. Customers have become wise and are unwilling to be “locked in” to business arrangements that don’t add value.

Companies that don’t align marketing, sales and customer success functions with customer value creation will become relics. However, this is easier said than done because there’s still a tendency for functions to think and behave in their silos, without coordination across teams.

Our sales simulations give your marketing, sales and client success teams the opportunity to work together on essential customer scenarios in a safe, collaborative way. Whether your priority is on creating opportunities with new prospects, launching new products or growth in existing accounts, we can design the perfect simulation for your business.

When we do this, we often incorporate content, tools, and processes that cut across functional boundaries. We often hear marketers complain that sales aren’t using their collateral, and we listen to sales complain the marketing collateral isn’t right. Similarly, we hear from customer success teams that sales sell solutions that are too difficult to deliver profitably, and sales complain that customer success is too rigid.

The simulation helps participants see the world from a different perspective. This helps them identify and resolve process conflicts and gaps and make refinements to content and tools so they can be used more effectively. The result is better alignment, cooperation, and solutions to everyday challenges that may impact the customer experience.

For more information on how we can help you successfully align teams throughout your organization, please [contact us](#).

**Help your teams
see the world
from a different
perspective.**



USE CASES FOR IGNITE'S SALES SIMULATIONS

National Sales Meetings

National sales meetings present a unique challenge and opportunity for sales, enablement and training leaders.

On the one hand, you've invested in travel and taking your team out of the field to be together in one place, and it would seem a lost opportunity to not offer some training during this time. On the other hand, salespeople are overloaded with new information about strategy, products, and comp plans. Much of this information is delivered lecture-style with PowerPoint, leaving participants daydreaming or nursing a hangover from the night before. Finally, there's always too much content and too little time, and delivering a meaningful learning experience seems next to impossible. But there is a better way.

Our sales simulations are the perfect approach for delivering a meaningful learning experience in a limited time. Whether you have a full or half day or even as little as two hours, we can design and deliver an experience your people will never forget.

We start by understanding your goals and strategies for the coming year, and the critical behaviors your people need to execute. From there, we create a highly relevant simulation that is aligned with your strategy and what you need people to do differently in the new year.

For example, one of our clients faced a disruptive competitor backed by a fresh round of VC funding and a new product. The simulation focused on how they would protect market share and position against this high-profile upstart.

The simulation is a team-based, competitive working session. We don't use PowerPoint, and your people will be highly engaged and challenged to be the best in the group. If appropriate, we can include opportunities for product managers, marketers and customer success managers to participate in a true cross-functional experience.

We create a safe, fun environment where people can learn new skills, share best practices and learn from each other. We can also create a parallel track for sales managers to enhance their coaching skills and improve their ability to support the new behaviors the team needs.

If you have a national sales meeting and require a highly interactive activity that will reinforce your strategy and energize your people, please [contact us](#).

**Design and deliver
an experience your
people will never
forget.**



USE CASES FOR IGNITE'S SALES SIMULATIONS

Sales Process Design, Optimization and Implementation

Many companies claim to have a sales process, but the process isn't consistent or repeatable. When this happens, forecasting accuracy decreases, coaching effectiveness diminishes, and overall execution suffers.

We've found that companies with a well-defined sales process that hold managers accountable for following the process move opportunities 35% faster. We've also seen that organizations will generate 15% more post-sale revenue because they've done a better job establishing customer success conditions and driving utilization through the customer organization. Net-net, they gain more revenue at a faster pace.

We help companies build a well-defined sales process that is defined by a set of stages, activities and critical milestones. Critical milestones are actions that must be accomplished before an opportunity can move forward. We also help our clients embed their sales process into CRM.

The sales process becomes an excellent coaching aid for sales managers during pipeline and opportunity reviews. With the critical milestones well defined, the manager can now spend more time challenging the reps thinking around how well they've accomplished those milestones. This prevents opportunities from getting stuck and forces opportunities through at a quicker pace.

Like everything we do, we design your sales process with the help of a sales simulation. We gather a team of stakeholders together for a half day experiential working session. During the meeting, we simulate a customer buying scenario first to validate the buying process. We then guide the client through that buying experience while identifying the corresponding sales activities and outcomes, which then become the milestones.

Once the sales process has been defined, we help our clients with the rollout. This typically happens in three phases. First, we'll help them embed their sales process in CRM. Then, we'll help them roll-out the process to sales managers and train the sales managers to coach to the process. Finally, we'll help roll the process out to the team. In doing this, we want to ensure their people understand the "what" of their sales process but even more importantly the "why." We've found that when people understand the strategic rationale behind the process, they buy into it more enthusiastically.

Ensure your people understand the "what" and "why" of your sales process.



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About Ignite Selling

Ready to take the next step? Ignite Selling is the leader in sales simulations and strategic sales coaching for companies interested in optimizing their sales team's selling potential. Whatever your long-range goals - and your short-term problems - we help not only improve sales skills but more importantly, impact your business.

Whether you are launching a new product, targeting a new market, or optimizing your selling potential within an existing market, Ignite Selling will improve your business.

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**We provide flexibility
to custom design
sales training to
meet unique
challenges.**

