



SALETM Secret Code

SELLING WITH STORIES

Within the one-day or two-day simulation “Sale Secret Code”, your delegates will be acting as salespeople in competing companies, taking over the tasks of finding, acquiring and developing customer relations. Each company is competing for the “Highest Score of Commercial Efficiency”. In teams, they will explore the full process of customer acquisition, development and management. By the method of simulation, the delegates will experience the complete sales process: planning, prospecting, need identification, presentation, managing objections, closure and follow up.

TARGET PARTICIPANTS

Account representatives, associates, territory managers, business owners, strategists, sales managers, business development professionals, sales executives and all other professionals who want to improve sales planning and increase their sales.

6 - PART MODULES

Module 1 - Introduction to Sale Secret Code™

- Basics and background of Sale Secret Code™
- The context of the SimSale simulation

Module 2 - Successful Sale Secret Code™ Process

- Learn about the phases of customer acquisition, development and loyalty building as well as managing situations
- Learn 7 phases in the sales process
 1. Preparation
 2. Contact Initiation
 3. Needs Analysis
 4. Product/service Presentation
 5. Handling Objections
 6. Negotiation
 7. Closing the Sales
- Grasp the key-success factors for each sales phase.
- Optimize communication tools to unleash & maximize sales success.
- Experience with real-life “events” throughout the whole sales process.

Module 3 - Strategic Sales Planning

- Complete the 4-step process
 1. Client evaluation and new client acquisition
 2. Sales planning
 3. Dealing with real life events (expected and unforeseen)
 4. Evaluating results

Module 4 - Sale Secret Code™ in Practice: the 1st Period

- Step 1 - Evaluation of regular clients and acquisition of new clients
This step represents the 2nd step in the sales cycle “Preparation”
- Step 2 - Sales Planning
This step represents the 2nd step in the sales cycle “Contact Initiation”
- Step 3 - Dealing with real life events (expected and unforeseen)
This step represents the 3rd step in the sales cycle “Needs analysis, Product/Service Presentation, Handling Objections, Negotiation and Closing the Sales”
- Step 4 - Evaluating Results

LEARNING OBJECTIVES

- Learn about the phases of customer acquisition, development and loyalty building as well as managing situations
- Understand the key-success factors for each sales phase
- Analyze client portfolio and strategic client development
- Experience real-life “events” throughout the whole sales process
- Apply the learnings to own client portfolio and sales activities
- Utilize communication tool to manage sales process & build relationships.

Module 4 - Sale Secret Code™ in Practice: the 2nd Period

Again this period is characterized by the 4 steps:

- Step 1 - Evaluation of regular clients and acquisition of new clients
This step represents the 2nd step in the sales cycle “Preparation”
- Step 2 - Sales Planning
This step represent the 2nd step in the sales cycle “Contact Initiation”
- Step 3 - Dealing with real life events (expected and unforeseen)
This step represents the 3rd step in the sales cycle “Needs Analysis, Product/Service Presentation, Handling Objections, Negotiation and Closing the Sales”
- Step 4 - Evaluating results and conclusion
Results will be evaluated with each group explaining what happened in each period.

Module 4 - Bringing It All Together

- While participants are practicing throughout the day, this last section is dedicated to identifying real life scenarios.
- Develop your own action plan based on real life situations.

FORMAT

- Within the one-day or two days simulation “Sale Secret Code™”, your delegates are salespeople in competing companies taking over the task of finding, acquiring and developing customer relations. Each company is competing for the “Highest Score of Commercial Efficiency”.
- In teams, they explore the full process of customer acquisition, development and management. The delegates simulate the complete sales process: planning, prospecting, need identification, presentation, managing objections, closure and follow up.