



# PLANET X™

## AUDIENCE

All members and levels of the sales, marketing, and customer service team. Since *PLANET X* is designed as a powerful meeting opener, it is an effective kickoff for all programs, conferences and initiatives that focus on building sales teamwork and competitive market strategy.

## "Blast off" your sales meetings

### Program Benefits

*PLANET X™*, from exper!ence it inc., is an innovative team sales simulation that's out of this world! *PLANET X* focuses on the challenges of building and maintaining a client base in a highly competitive commodity market. The perfect kickoff to your company sales meetings, *PLANET X* will help your sales team:

- leverage your company's "value-added" differentiators such as service, information, and professional advice
- be more effective gathering, sharing and using information to target markets and adapt to marketplace changes
- meet customers' short-term objectives while maximizing long-term customer relationships and profits
- better understand what it's like to be a customer

### Program Description

Your meeting "blasts off" when *PLANET X* participants are divided into customer and business (seller) teams. The goal of the business teams is to obtain the highest market share by selling their product—Intergalactic Flavored Water—to customers who operate eating and drinking establishments on Planet X. To increase market share, each business team must gather and share information, develop and modify sales plans, allocate resources, and sell to and service their customers.

What really turns up meeting excitement is the dramatic social, economic, demographic and political change sweeping Planet X. Business teams must react to this change, making sure their businesses benefit in the process. Sound familiar? *PLANET X* is right on target for the business challenges your sales team and their customers face every day.

### Implementation/Customization

*PLANET X* is typically implemented in a four-hour session. It has been run for groups as small as 30 and as large as 500. Customized debriefing is available.