



Sales Endeavour™

AUDIENCE

Sales managers and their teams, sales support employees.

Develop and implement successful sales campaigns

Program Benefits

Sales Endeavour™, by Celemi, gives participants a repeatable process for developing and implementing a successful sales campaign. In the engaging and competitive atmosphere of this exciting interactive learning simulation, sales professionals learn a process for working through existing sales opportunities methodically and strategically. The best part: the process is repeatable! *Sales Endeavour* saves sales professionals valuable time and resources by helping them think through strategic considerations, such as buyers and competition, so they choose only the most productive and profitable opportunities to pursue. This compelling program improves a sales professional's ability to:

- Prioritize sales opportunities based on chance of success and value to the organization
- Conduct sales calls with a focus on addressing the customer's business needs and challenges
- Ask effective and meaningful questions during sales calls
- Build and sustain relationships with customers and prospects
- Develop strategies and tactics for defeating the competition
- Identify the key decision-makers in every sales situation
- Apply effective closing techniques
- Stay focused on a well-defined plan to win the sale

Program Description

During the *Sales Endeavour* simulation, participants navigate their way through a challenging sales opportunity filled with risks, unexpected detours, "rat-holes," competitive informants, changing organizations, hidden agendas, shifting buying preferences, unreasonable expectations, strong competition, and customer uncertainty. In other words, real life! Participants learn how to:

- Create a well-defined sales plan that saves time and money, and improves their chances of success.
- Achieve competitive differentiation as much through how they sell as what they sell.
- Make speed and timing work for them in a competitive sales campaign.
- Keep the focus on the prospect's business and specific challenges.
- Identify the right buyer and the right time within the target organization.

By the end of the program, sales professionals have developed a fully-developed sales plan for one of their own prospects, and the skills and insights needed to win more sales in the future.

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Implementation/Customization

Sales Endeavour is a two-day experience appropriate for 10-25 participants. Materials include a WorkMat™, competitive case materials, and electronic sales tools. The program is highly flexible and readily adaptable to a variety of sales situations. It can be customized to each audience's unique needs and prioritized areas of development. Optional exercises include closing tactics, questioning skills, sales call role-plays, and influence/clout detection.