

Plotting a Course for Achieving Sustainable Growth

2-day simulation
5 rounds of learning
210 sales professionals
45 sales managers



Driver

APG has a long history of partnering with a profitable integrated circuits manufacturer to implement programs that continuously improve the effectiveness and efficiency of the company's sales force. With the help of BTS programs such as Sales Accelerator, Sales Blueprint, and Sales Team, the company has differentiated itself through superior sales execution and innovation. In an effort to further challenge sales professionals and continue their development, the company and APG sought to create a new program that would build on past success, reinforce use of past tools and learning, and provide new, innovative tools to help the company achieve sustainable growth.

Solution

To help salespeople identify the customers and opportunities that would bring longterm business impact, APG developed a fully custom, competitive, two-day simulation that mimics the real-world environment in which the company's sales reps do business every day. In five rounds of learning, sales reps analyze dynamic information from a variety of sources; navigate challenges; prioritize opportunities; and present their resource plan, account and distributor strategy, and response to challenges to their managers for feedback and scoring.

To support the program, the APG team developed a sophisticated tool, called the Prioritizer, that assesses opportunities on customer fit and business impact, providing objective guidance that sales reps can consider as they prioritize future opportunities.

Results and Impact

Over the two days, sales reps demonstrated dramatic improvement in their ability to determine which companies and opportunities were worth investing in for sustainable growth, and, just as importantly, explain why. At the end of the workshop, they analyzed their real-world accounts using the Prioritizer and created a set of concrete, time-bound actions to take back to their managers. Since the training, they are better able to prioritize and optimize the use of scarce resources, including their managers, engineers, distributors, and executives.

In addition, the sales managers who evaluated the presentations during the program benefitted by gaining practice listening to and assessing strategy in a controlled setting, which will help them sustain the participants' learning and application of new skills back on the job.

"This was very effective training. The best I have ever seen. We enjoy working with Advantage Performance... but more importantly, the results keep getting better."

– Vice President of Sales,
 Integrated Circuits
 Manufacturer

