

SOLUTION OVERVIEW



# Interplay

From our thought leaders at Ten Thousand Feet, LLC

A hands-on business and customer-acumen simulation for sales, presales, and service professionals and their leaders. *Interplay*™ is all about **what matters to customers.**

*When sales & presales professionals and their leaders have deeper insight into a customer's needs and business objectives, it makes it easier for them to connect their products and services to that customer's unique business challenges and opportunities.*

### Program description

Interplay™ builds customer empathy by immersing participants in the world of their customers' business and making them the key influencers and decision-makers within a prototypical customer company.

Working in competitive teams, each running a separate company, participants navigate many of the challenges their customers face every day in running their businesses.

This includes developing and updating a market strategy, investing limited resources in a variety of product, process and people initiatives, paying attention to cash flow, managing through various 'shift happens' situations (their 'risk' factors), and hopefully driving improved business outcomes along the way.

By seeing the direct impact of their decisions on their prototypical customer's results over several financial periods, participants gain an acute awareness of the tradeoffs, pressures, financial drivers, risk factors, and core business challenges of their customers.

### Specifically, the program helps sales, presales, and service leaders and professionals focus on the customer perspective by:

- Developing the vocabulary and basic understanding necessary to put the customer's needs into the proper business context
- Providing a better understanding a customer's financial statements and key financial drivers
- Assessing a customer's strategy and how that strategy impacts buying decisions
- Identifying how different decisions and investments could impact a customer's bottom line
- Moving beyond a focus on product/service attributes to also include a focus on the customer's needs
- More effectively using the language of business and finance to interact with buyers
- Learning to leverage customers financial and strategic goals in the sales process



# Interplay™

From our thought leader partner **Ten Thousand Feet LLC**



*Time is tight, investments and resource allocation decisions must be made, and investors are continuously expecting to be informed about the company's progress.*

## The learning process

From the moment participants log on to the game-based learning simulation, they are engaged in the challenges their customers face. Teams of 4-5 individuals lead competing companies, each of which is attempting to succeed in a tough market environment containing multiple risk factors.

Like reality, numerous options exist for how the teams manage and grow their companies. What each team does is based on the cycle the company is in, the beliefs of the management team, the strategy they have chosen, the competitive market dynamics that exist, the resources they have available to them, and the unique risk factors the company is facing. Time is tight, investments and resource allocation decisions must be made, and investors are continuously expecting to be informed about the company's progress.

Through a combination of 'in-action' debriefs, highly interactive application exercises, guided discussions, real-time feedback, and personal self-reflection, participants gain insights into the world of their customers and the factors that influence their decisions. Throughout the fast-moving program, participants focus on real-time application of the concepts and techniques.

## Implementation/customization

Interplay is also available in a **live virtual edition** that fully recreates the game content, colorful game board, and competitive experience.

Specific elements within the simulation are customized to reflect a prototypical customer's reality. Risk factors typical to the customer's world are introduced into the simulation experience. The optimum class size is 24-30 participants. The program requires one trained facilitator per each group of 12-30 participants.

## About Ten Thousand Feet LLC

Ten Thousand Feet, LLC, an Advantage Performance thought leader partner, creates high-impact simulations and organizational learning tools that help professionals rise out of the immediacy of day-to-day demands to a broader and more strategic viewpoint. Other greatest hits include *Decision Mojo™* and *The Inclusive Leader™*

## About Advantage Performance Group

**For additional information** visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email [contact@advantageperformance.com](mailto:contact@advantageperformance.com). Explore our complimentary resources at [apgl.us/free](https://apgl.us/free).

