



# SalesTEAM

## AUDIENCE

All frontline salespeople and their managers, plus others who support the sales process.

## Mobilize new sales strategies and skills

### Overview

*SalesTEAM*, from BTS, is a fun, fast-paced simulation that recharges your sales force. With new team selling strategies, new tools and new energy, they go after your market in ways that deliver results. From 24 to 1,000 people can attend this program customized to your industry and your challenges.

### Key Results

Immediate results from *SalesTEAM* include greater collaboration between team members, and new approaches to clients. Other results include:

- new product launches achieve better reception and return
- increased sales to higher levels of the organization
- increased selling into new markets
- better use of sales automation systems
- improved knowledge transfer of best practices

### Critical Applications

*SalesTEAM* participants return to their workplace enthusiastic about applying the material from the program in specific ways. Some of these include:

- deploying new strategies with existing customers
- approaching prospects in new ways
- analyzing problems in current approaches, and modifying them
- working more collaboratively with other team members
- developing more strategic approaches to product launches

### Learning Outcomes

Most importantly, salespeople learn to master new selling techniques in a simulated selling environment customized to their industry. Participants also gain the ability to:

- use new selling tools and sales automation systems
- understand and adapt to market changes
- identify, learn, and share best practices
- master new selling techniques in a simulated selling environment customized to their industry

Another learning outcome is raising the level of engagement among frontline managers.

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### Program Description

*SalesTEAM* captures and frames your company's current sales challenges in a fun and competitive action learning experience. The simulation sets up a dynamic environment based on your current toughest customers—how they are unique, their issues and concerns, how they view your company, and how to successfully sell to them.

Focusing on strategy, participant teams are thrust into an account and must find the needs, create the solution, and win the business. They spend the entire day in an account that mirrors exactly what they see in the field. Teams start with a bank of money that is their budget for the sales process. Their funds increase or decrease depending on the success of their choices. Time, money, and resources are limited as teams call on various buyers within the account. Participants discover who has the budget, the power, and the pain. They are bombarded with information and challenged to strategize their approach and then put that approach into practice. Sales managers act as coaches, judging team sales presentations, scoring strategy, and reinforcing the learning. When teams meet with specific buyers, they receive information about competitors—and an account surprise—that makes it necessary to revise their approach. Finally, teams make a presentation to the customer. Sales managers score the presentations, and the team that has amassed the most money over the course of the program wins the competition and a meaningful prize. Debriefing captures key learning and allows participants to absorb new approaches and make them their own.

### Implementation/Customization

*SalesTEAM* is a 1-1.5 day simulation appropriate for groups from 24 to 1,000 participants. The program is customized to your organization's best practices and the challenges your sales team faces on a day-to-day basis. Every aspect of the program mimics your organization's real-life customers, competition, and challenges. Implementation that utilizes *The Advantage Way*<sup>sm</sup> builds participant expectations of applying the knowledge from the program in specific applications. Performance support elements that follow the program further assure translation of classroom learning to the workplace.