
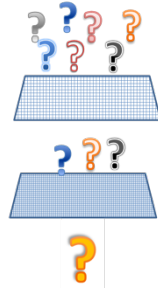


# Elevate Game-Day Selling

<b>Purpose:</b>	<b>Elevate Game-Day Selling</b> is a custom training program designed to significantly increase selling productivity.
<b>Audience:</b>	The audience is the national sales team for a leading customer in the building industry.
<b>Objectives:</b>	Upon the completion of the program, the sales team will... <ul style="list-style-type: none"> <li>• Be highly skilled in planning for and executing perfect sales calls.</li> <li>• Have significantly strengthened their sales planning, communication, creative-problem-solving and presentation skills.</li> <li>• Have significantly strengthened their sales discovery and advocacy skills.</li> </ul>
<b>Experience Description:</b>	The program is a highly engaging, hands-on and content rich program that will enable the sales team to encounter immediate learning and to apply it to every day selling situations and customer environments. The program is designed to foster an environment that enables the team to think and behave in a highly creative and productive manner. The following is the program outline:
<b>Pre-Program Assignments:</b>	<ul style="list-style-type: none"> <li>• Complete the sales, communication, creative-problem-solving and presentation practices surveys.</li> <li>• Identify three obstacles that prevent increased sales productivity and identify at least three ways to improve it.</li> </ul>

Timing	Content	Methods
¾ hr.	 <p><b>1. Catapult</b></p> <ul style="list-style-type: none"> <li>■ Sponsor opens the program, underscores the purpose, importance and expected going-forward results.</li> <li>■ Sales manager outlines how we got here (the process used); program agenda (how we will spend our time); and rationale for focusing on sales planning, communication, problem-solving and presenting skills.</li> <li>■ Facilitator micro-bursts into planning, communication, and creative-problem-solving skills via the magic carpet exercise.</li> <li>■ Facilitator debriefs exercise and anchors it to increased selling productivity.</li> </ul>	<p>Discussion</p> <p>Discussion</p> <p>Experiential</p> <p>Discussion</p>



¾ hr.

## 2. The Customer Decision-Making Process (CDMP)

- Sales managers frame the CDMP using the Survey Said Game Show Competition
- Sales managers debrief the competition and underscore the key data and implications of the CDMP
- Sales managers segue and frames exercise on the best discovery questions to leverage the CDMP highlighting key data and implications. Sales team generates best questions.
- Facilitator has teams report out on key questions (e.g., ‘What are the 3 most likely responses from that question?’ ‘What is good about it?’ ‘How to strengthen them?’)

Experiential

Discussion

Application

Report out



¾ hr.

## 3. Plan to Make the Perfect Call — Act I

- Sales manager frames the method to plan for and make the perfect call by highlighting/contrasting the key distinctions between it and current practices.
- Facilitator segues to Plan to Make the Perfect Call and facilitates a creative-problem-solving exercise. Sales team generates ideas to strengthen the planning phase.
- Sales manager leads a debrief:
  - Integrates/underscores key points: aspiration and reservation point call objectives; SMART criteria; call agenda; the flow/choreography/energy of the call.

Discussion

Application

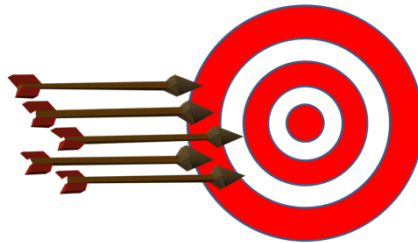
Discussion



1 ½ hrs.

#### 4. Make the Perfect Call - Act II

- Sales manager frames the Make the Perfect Call phase and facilitates the put these puzzle pieces together learning exercise. Sales team assembles the make the perfect call pieces — and generate ideas to strengthen them.
- Facilitator debriefs, integrates and anchors in final key points.
- Sales manager segues to the topic of *discovery* and leads off with who's the famous person on my back exercise to underscore discovery questioning.
- Sales manager frames creative-problem-solving discovery method and model a perfect call including: 1) rapid rapport build; 2) discuss agenda; 3) review the numbers; 4) discuss causes; 5) identify/agree on 3 ideas/actions to increase sales.
- Sales team develops their *perfect questions*; RSR's practice the discovery method.
- Facilitator leads debrief underscoring key points on discovery method; sales manager anchors adult learning principles and training methods.



Application

Discussion

Experiential

Modeling

Simulation

Discussion

¾ hr.

#### 5. Make the Perfect Call – Act III

- Facilitator micro-bursts in with discovery and advocacy skills. Sales team engages in rapid-fire discovery and advocacy exercises and facilitator debriefs.
- Sales manager frames creative-problem-solving advocacy method and models it.
- Sales team develops their advocacy statements and practices the advocacy method.
- Sales manager debriefs key points on advocacy method.

Experiential

Modeling

Simulation

Discussion

½ hr.

#### 6. The PSCSP — Post Call Actions – Act IV

- Sales manager frames *Post Call Actions*.

Discussion



¼ hr.

### **7. Celebration and Key Learnings**

- Facilitator micro-bursts the *Take the 22 Day Challenge*; Sales managers underscore the importance of momentum in anchoring the skills as habits over the next 22 days.
- Sales team and sales managers share key learnings. Sponsors make closing comments.

Discussion

Comments