

Program Overview

Play 2 Win is a customizable two day consultative selling skills program that provides participants with an innovative and repeatable method to bring elevated levels of value to clients profitably. The program is fast-paced and leverages kinesthetic learning (physical movement and hands-on). It contains a robust mix of content (territory and account planning, communication, creative problem solving, negotiation and presentation); multiple action learning exercises; selling, negotiation and presentation simulations; application of divergent and convergent creative thinking tools; and facilitated discussions with expert feedback that enable participants to encounter immediate learning and apply it to current selling campaigns. The program fosters an innovative, challenging and fun climate so individuals and teams can learn, engage, collaborate and compete in a highly productive manner.

Learning Objectives

The learning objectives include:

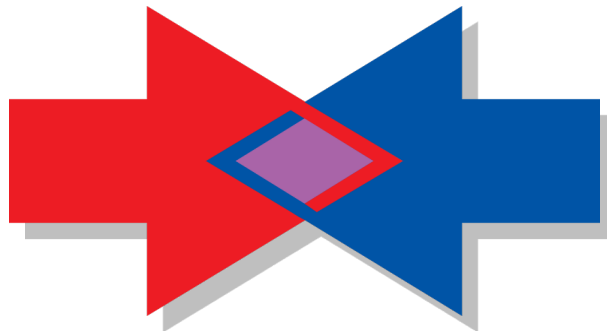
- Prioritize the most important/high leverage selling opportunities to focus on.
- Develop a thorough, well organized, creative and actionable Key Account Plan.
- Construct a repeatable consultative selling framework to include processes, key actions, outcomes and measures.
- Identify unique key competitive advantages and solutions.
- Cobble together and deliver a compelling and appropriately assertive presentation.
- Apply a repeatable negotiation planning method to leverage *Competitive, Collaborative and People-Centered* negotiation strategies to increase the size of the pie, to compete for a larger slice, and to maintain good working relationships.

Pre-Program Preparation

Participants take the following actions in advance of the program:

- Complete the consultative selling skills assessment and time allocation survey and discuss the results with their manager.
- Identify Key Accounts in their territories.
- Read an article on analogical/break set thinking.

Program Agenda



Day 1 AM

Calm Before the Storm

- Sponsor makes opening remarks and sets program performance expectations.
 - Facilitator outlines the Purpose, Process and Payoff Agenda including desired outcomes, the flow, and organization of teams.
 - Facilitator looks analogically, borrows from improv comedy and introduces three foundational principles of *Break It Thinking*. The group experiences improv and *Break It Thinking*.

Fight the Right Foe

- Facilitator opens with the objective of generating novel ideas to develop a thorough, innovative and repeatable account plan.
 - Facilitator teaches the divergent '*reverse it*' tool. Teams apply *reverse it* as they generate novel ideas to supply a 1st cut key account plan.
 - Teams generate reversed, wrong way ideas, reverse it and generate 'extend the boundaries right way ideas.'
 - Teams document their 'extend the boundaries right way ideas' organize and '*hit*' the best ideas.
 - Facilitator teaches the convergent '*use the back of the napkin*' tool to apply during the next module. Facilitator and team leaders lock in final learning points.

Imagination Will Prevail

- Facilitator opens with the objective of strengthening and selecting the best ideas from Fight the Right Foe and integrate them into a 1st cut key account plan.
 - Teams use *'the back of the napkin'* as they move and organize their best ideas.
 - Teams document their *back of the napkin key account plan*.
 - Facilitator outlines a streamlined format to organize a compelling, focused presentation. Teams organize Round #1 presentations.
 - Facilitator teaches the convergent *'3 plusses, potential and a wish'* tool to provide presentation strengthening feedback.
 - Teams present their key account plans and receive strengthening feedback. Teams integrate the feedback, give Round #2 presentations, and receive additional strengthening feedback. Facilitator and team leaders lock in final learning points.

The Power of a Dynamic Repeatable Selling Method

- Facilitator opens with the objective of developing and refining a dynamic, innovative, and repeatable consultative selling method.
 - Teams engage in an *action learning exercise* to experience using a disciplined method. Facilitator debriefs the exercise and connects it to the consultative selling method.
 - Teams generate ideas/actions/deliverables and populate the method.
 - Facilitator teaches the divergent *take an excursion or two tool*. Teams apply it to improve and update their method.
 - Teams present their method and receive strengthening feedback. Teams integrate the feedback into their methods. Facilitator and team leaders lock in final learning points.

Day 1 PM

Switch Gears to Skills Practice

- Facilitator opens Round #1 with the objective of practicing the key communication skills required to implement a dynamic, innovative and repeatable consultative selling method.
 - Teams engage in an *action learning exercise* to experience using key communication skills.
 - Facilitator debriefs the exercise and connects it to the seven key communication skills.
 - Teams generate provocative and appropriately assertive inquiry questions and advocacy statements. Facilitator introduces a *call/negotiation planning tool*.
 - Facilitator introduces the Round #1 selling/negotiation simulation. Individuals prepare for the simulation and engage. Facilitator and team leaders debrief the results.
- Facilitator opens Round #2 with the objective of using descriptive communication skills.
 - Teams engage in an *action learning exercise* to experience using descriptive

communication skills language. Facilitator debriefs results.

- Facilitator introduces the Round #2 selling/negotiation simulation. Teams prepare for the simulation and then engage. Facilitator and team leaders debrief the results. Facilitator locks in final learning points.

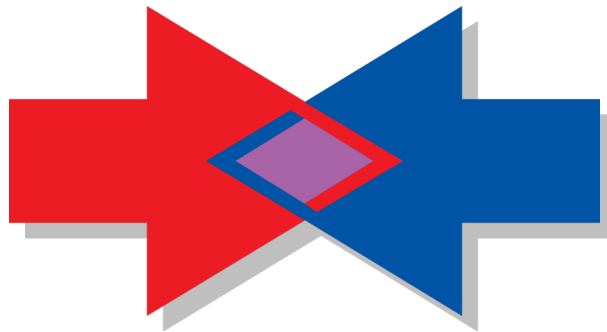
Keep High Value Selling Time Away from the Quicksand

- Facilitator opens with the objective of increasing high value selling time and generating ideas and actions to not getting sucked into quicksand.
 - Facilitator teaches the convergent *Quicksand Avoidance* tool. Teams reference their pre-program time allocation survey and apply the tool to identify the quicksand they are getting caught in.
 - Teams generate ideas and actions to significantly increase their high value selling time and avoid getting sucked into the quicksand.
 - Teams present their ideas and actions and receive feedback.
 - Facilitator locks in final learning points.

Day One Wrap up and Day Two Preview

- Facilitator debriefs Day One and previews Day Two agenda. The group and team leaders provides feedback. The group departs for the evening event.

Program Agenda (cont.)



Day 2 AM

Let's Get Physical

- Sponsor provides feedback on Day 1 observations and outcomes - and sets Day 2 performance expectations. Facilitator opens with the Purpose, Process, Payoff Agenda including desired outcomes, content flow and learning objectives:
 - Strengthen physical, presentation and facilitation skills.
 - Design a focused, well organized presentation.
 - Deliver a compelling and assertive appropriate presentation.
 - Apply collaborative, competitive and people-centered negotiation strategies.
- Facilitator teaches the physical skills of eye contact, voice inflection and movement.
 - Individuals practice each of the skills. Group leaders and facilitator provide feedback.

Key Differentiators

- Facilitator opens with the objective of identifying the truly unique differentiators the company commands in the market.
 - Facilitator teaches the convergent *key differentiators* tool. The teams apply the tool and identify the key vital differentiators they command in the market.
 - Teams present their ideas and receive feedback. Note: These differentiators will be incorporated into the presentations developed in the next module.

Develop and Deliver a Compelling, Assertive Appropriate Presentation

- Facilitator opens with the objective of developing, organizing and delivering a compelling and assertive appropriate presentation.
 - Facilitator introduces a divergent *make it stick* tool that incorporates a repeatable six step presentation development process.
 - The group experiences an analogical/creative thinking learning exercise designed to produce *creative energy* to integrate into their presentations.
 - Teams use the *creative energy* and the six step process to develop and organize their compelling and assertive appropriate presentations.
 - Teams deliver their presentations in a competitive *make it stick tournament*. The judges score the presentations and provide feedback to the teams. The winning team is awarded the best *make it stick presentation trophy*. Facilitator and team leaders lock in final learning points.

Negotiate at Aspiration Point...or Nothing!

- Facilitator opens with the objective of negotiating agreements @ Aspiration Point...or Nothing!
Facilitator teaches a negotiation planning method and a 1st set of *Collaborative*, *Competitive* and *People-Centered* negotiation strategies.
 - Negotiators prepare individually for the 1st negotiation and then engage in the negotiation simulation. Team leaders and facilitator debrief the results.
 - Facilitator teaches a 2nd set of *Collaborative*, *Competitive* and *People-Centered* negotiation strategies.
 - Negotiators prepare in teams for the 2nd negotiation and then engage in the negotiation simulation. Facilitator and team leaders debrief the results – and lock in final learning points.

The 28 Day Skill Anchoring Challenge and Feedback with a Flare

- Facilitator opens with the objective of finishing strong and getting the group energized around the 28 Day Skill Anchoring Challenge.
 - Facilitator outlines the components of the Challenge. Team leaders organize and schedule the Challenge!
 - Teams use their creative energy and provide feedback on the program.
 - Team leaders and sponsor share observations and make concluding, high energy comments.