

SALES SIMULATION - CASE STUDY

In Brief

- Learners were the new joiners in the sales team
- The requirement was to provide a learning solution that would help the learners practice all the steps in the sales process
- This was the last component of their 12-week rigorous induction training program

Challenge

- Provide a platform to practice all the concepts learned in the induction training
- Quick turnaround time

Overview

A global logistics provider needed to train their new sales force on how to apply their sales process to close a profitable deal.

Indecomm proposed a sales simulation in which the learners identify an opportunity, pitch an appropriate solution, and then close the deal successfully. The proposed sales simulation used an effective blend of classroom study and eLearning.

The simulation made the learners **apply** the models, principles, strategies, and behaviors acquired during their induction training to successfully negotiate with the various contacts in the client organization.

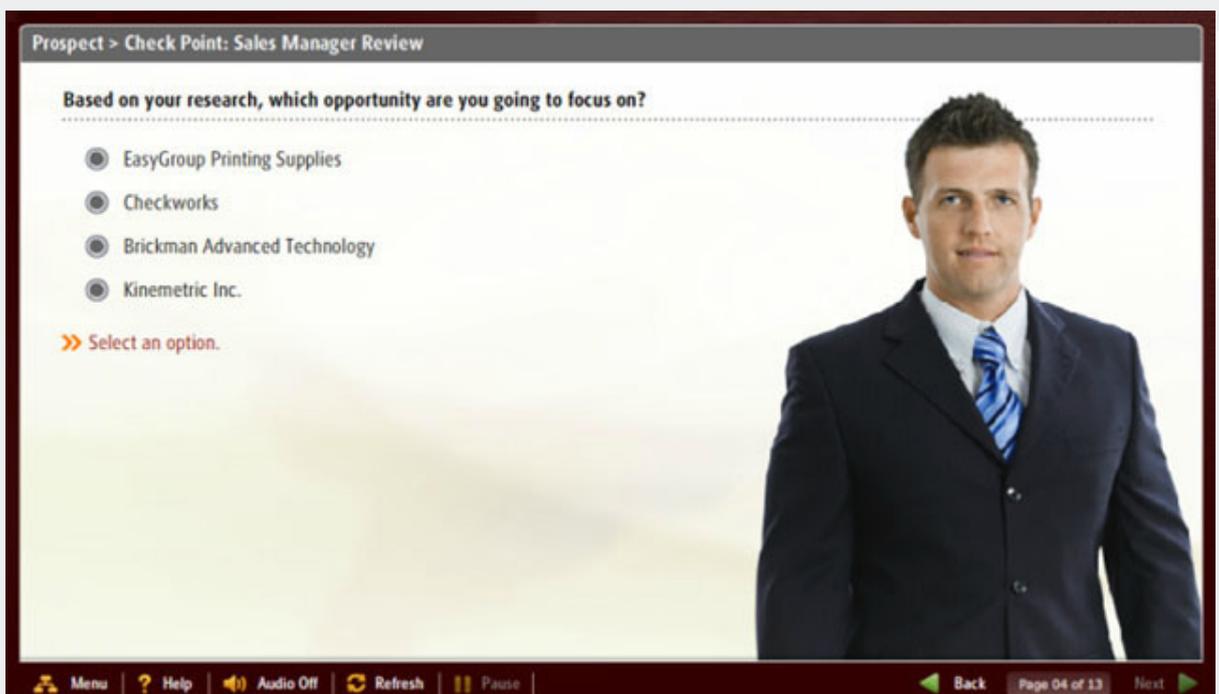
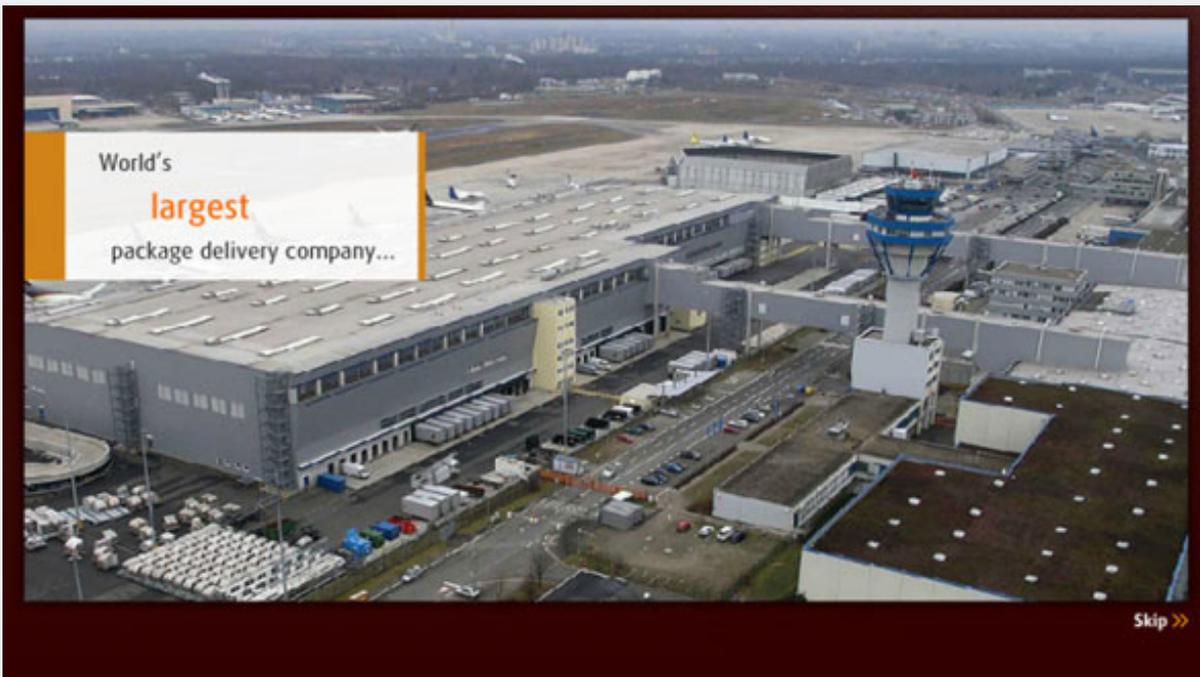
In the simulation, learners moved to the higher level of contact and closed bigger deals with more profits on the basis of their performance. Like in real life, the outcome of each negotiation was dependent on the ability of the learners to apply their skills.

The time the learners took to negotiate and close a deal, and the profitability of the deal, were captured as velocity and yield in the simulation. This ensured that no two learners could close the sales with the same value.

Elements of the Indecomm Solution

- The entire sales simulation was built around the various steps of the sales process
- A real-life scenario was created. Multiple levels of contacts were introduced. The learners needed to start by negotiating with the base level contact and move to higher level contacts through successful negotiations

- The negotiations with the base level contacts were implemented in the eLearning component by using multiple-level, multiple-outcome interactivities
- The instructors played the roles of the upper management contacts
- Apart from multiple-level interactivities, the simulation also had inline activities, classroom activities, single-level questions and answers, and multiple-level questions and answers
- The output of each interactivity was dependent on how the learners “applied” their sales and negotiation skills, thereby making each output unique
- The result at the end clearly displayed the learner’s performance in each step of the sales process and facilitated in planning further specific learning interventions for the learner



Prospect > Classroom Activity 3

Record a Sales Call



Phone call



Discussion points

This call should include:

- The leading statement of your call
- Your initial call with the first contact in Brickman Advanced Technology to schedule an appointment

Duration: 30 Minutes

Once you record the call, discuss it with your teammates at your table.

They will rate it on the basis of the following criteria:

- Does it meet the criteria for a quality sales call?
- What would be its possible outcome?

 Please **stop** the simulation and **contact** your instructor to perform this classroom activity.

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Explore > Execute the Call Plan: Traffic Manager > Level 6A

>> Click the question that you think would be the most effective.



I understand that returns can have a significant impact on your business's quality and cost results, can you expand on your return challenges?

If I understand you correctly, because of the business growth and increased orders, there is more of a burden on your shipping clerk due to the shipment process time, tracking shipments, and meeting deadlines. You also have issues with Returns Logistics. Therefore, you are looking at options to manage this growth. Is that right?

Linda, I would like to know more about your return package characteristics, so I can add incentives to our agreement. This will expedite the process and provide us with the best overall results. Can you provide me with the details?






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Value Proposition

- The solution provided an apt ending for the induction training for learners, because they were **applying** all that they had learned
- No two learners got the same results; this made the learners rise up to the challenge and to deliver the required results
- The velocity and yield that was captured gave an indication of the performance of the learners, thereby keeping their motivation levels high and the learning experience topnotch
- The management appreciated the value add the simulation brought to their induction training and considered it as a learning solution with a long shelf life