

Strategic Sales Simulation

Strategic Selling in B2B Context



What is the Strategic Sales Simulation?

The simulation builds upon a buyer identification process and extends this to the ability to influence and change buyer options. It is complementary to many established sales methodologies and provides a realistic setting in which to practice using these methods.

The simulation has been designed to be run either in the classroom or online, and can be delivered via the internet or installed locally. Networking tools enable teams to communicate from within the simulation with a facilitator or other teams, regardless of physical location.

The simulation is typically run by small team and its use provides an engaging, but demanding team-building experience. Teaching materials are available, including example presentations, tools and frameworks.

Strategic Sales Simulation Learning Outcomes

- **SALES APPROACH AND PROCESS.** Gather information, balance communication, and use time wisely;
- **CLIENT PURCHASE DECISION MAKING.** Identify key client individuals, their roles, influence and understand the decision making process;
- **UNDERSTANDING THE CLIENT.** Discover and build upon client needs and the range of rational and non rational factors that drive each buyer's attitude;
- **COMMUNICATION.** Appreciate that need for a communication plan, asking questions and listening, not making assumptions.
- **MAKING THE SALE.** Manage the sales cycle.
- **MAKING THE SALE INTERNALLY.** Manage internal expectations and understand internal costs and consequences; and
- **MOVING FROM TRANSACTION TO PARTNERSHIP.** Build a broader, sustainable client relationship.

Simulation in Practice

Working as a team, participants play the role of Sam Barnard, in the London office of professional services firm, the Woods Green Group. Sam's boss, Philip Andersen, has received a phone call from the Strategy Director of media company, Shaw Entertainment, asking if Woods Greens would like to propose for some consulting work. Woods Green has not previously worked for Shaw so Philip has only limited knowledge of the key players there. Philip asks Sam to take the lead in forming the proposal team, getting to know the client and ultimately winning the opportunity.

Through the initial client contact provided, participants must discover further information about the client and its business issues, and about key personnel within the client and their decision making roles in the buying process. Participants can engage with the client through meetings, phone calls, email and by organizing various business and social events. Participants develop a proposal and build a relationship with the client. If successful with the proposal, participants also learn whether they have succeeded in building the basis for sustainable long-term relationship with their client.



ABOUT THE AUTHOR



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He began his career in investment banking and then spent 10 years in strategy consulting. He was part of the leadership team that established Accenture Learning, focused on transforming and managing the delivery of learning and training for large corporations. He was a founding member of the EU's eLearning Industry Group.

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