



“Stay
competitive
and improve
performance
in changing
times”



Silega Navigator™

Get higher ROI on your sales and marketing training
by simulating four business years in just five hours.

Sales Growth



Silega Navigator™

Sales Growth



96%

of Silega Navigator™ participants say they now use the ABC System® incorporated in this program in their regular day-to-day activities.

The experience:

Twelve companies compete to gain market dominance, develop outstanding relationships with customers, and increase



profits. During the four years of simulation, teams must define sales and marketing strategies, target and sell to customers, optimize resources, explore new market opportunities, create a strong brand and reputation, and get the most out of their people and processes. The winner will be the team with major profit growth, revenue, and reputation at the end of the activity.

Participants have to deal with fierce competition, tight resources, changing customer requirements, different market niches, lack of sufficient information, time pressure, and expectations from stakeholders and top management .

Main objectives:

Silega Navigator™ was designed to address the specific challenges most companies face today:

- Find new ways to improve both revenue and profit in a changing economy
- Better understand customer needs and improve both internal and external customer service
- Develop essential competencies and improve the bottom line
- Better focus employee activity and increase efficiency
- Make sales management, processes, and systems more effective
- Improve alignment between different departments (sales, marketing, and operations)
- Develop outstanding relationships, ongoing communication, and trust
- Inspire the sales force and service personnel, and create a sense of urgency
- Align sales with customer service, manufacturing, and finance

Key lessons:

- Develop competitive advantage on the market
- Sell at higher margins and find new products or service niches

- Better understand customer behavior, needs, and purchasing preferences
- Analyze key performance indicators (balanced scorecard, financial Indicators) related to sales and marketing
- Develop an effective plan and forecasting model that can be used as a daily guideline
- Explore practical ideas to develop a penetration and retention strategy for each prospect
- Balance short-term profit, sustainable long-term value, and stakeholder confidence
- Optimize sales and marketing strategy, pricing, and value proposition
- Negotiate with customers that your company cannot afford to lose
- Develop critical product skills, strategic skills, and interpersonal skills

Typical applications:

- Sales and marketing training
- Customer service training
- Conferences and seminars, including annual meetings
- Product launches and kick-off meetings
- Assessment centers

Practical details

Format:

Business Simulation

Number of participants

10 to 200+

Participants:

Sales directors, sales managers, account managers, territorial sales managers, salesforce, marketing managers, areas that have interaction with customers, customer service managers

Duration:

5 to 8 hours

Versions:

Manufacturing, retail, B2B, services, financial, pharmaceutical

Competencies:

Business acumen, customer focus, decision making, functional skills, negotiating, planning, problem solving, process management, drive for results, strategic agility, managing through systems, building effective teams