



RESEARCH BASED APPROACH TO ACCELERATE PRODUCTIVITY



Silega Sales Accelerator™

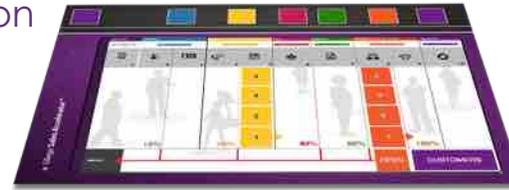
Positive boost for your sales results

Sales Simulation



Silega Sales Accelerator™

Sales Simulation



You feel positive about the outcome of a sales call when suddenly the prospect tells you your competition's price is 10% lower. What would you do?

Chances are you and your company face a reality where products or services get commoditized quickly. Clients have more information and can compare options and prices with several clicks. Sales process has become more complex, more people get involved in the decision making process.

The experience

Silega pioneered an unparalleled business simulations that reflects the sales process and can be adapted to different industries.

This program is based on a mathematical

model and you and your team can simulate different sales styles - transactional, closer, hunter, problem solver, charmer, relationship builder, consultant.

Take your own decisions and see what the result will be in terms of revenue generated and reputation with customer.

Participants work in teams and follow the ten-step pipeline from prospecting to closing and growing the relationships.

The Sales Accelerator™ program is designed to cover the three main dimensions of the sales profession:

1. Manage a structured process

2. Build productive relationships and communicate for influence
3. Educate and challenge customers

Main objectives

This program is designed to provide a positive impact on company sales by:

- Improve the consistency in the prospecting process
- Manage the pipeline efficiently
- Increase personal accountability
- Maximize the potential of existing and new key accounts
- Improve the skills of sales people
- Improve the execution by adopting a repeatable methodology

Key learnings

- Manage the sales pipeline
- Ask questions to identify problem and needs
- Establish personal connection
- Present and demonstrate value
- Identify your sales person type (transactional, closer, hunter, problem solver, charmer, relationship builder, consultant)
- Know the numbers and understand key sales ratios

Typical application

- Sales training
- Sales management training
- Quarterly or annual meetings
- Corporate universities

1/10

Only one out of ten sales people meet their goals

Practical details

Format

Business simulation

Number of participants

5 to 50

Participants

Sales staff and management, Entrepreneurs

Duration

5 to 8 hours (simulation only)

Competencies

Action oriented, Perseverance, Drive for results, Listening and understanding others, Presentation skills, Ethics and values, Customer focus, Process management, Priority setting

Related products

Silega Sales Assessment™, ACE Profile™, Silega Expedition™, Silega Navigator™, Silega Care™, Silega Negotiator™, Sales coaching, Sales audit, ROI measurement



Checklist – 8 common mistakes



Rely too much on mail vs telephone



Don't follow up or being late to answer to proposal requests



Poor planning and empty agenda slots



Don't listen or ask enough questions



Overestimate account advance and potential



Leave a meeting without a next step action items



Fail to connect with the prospect and build trust



Have to constantly drop price in order to be more competitive



The 5 competency clusters

Silega's research has concluded there are five main competency clusters that distinguish successful sales people:



Energy and drive.



Listening and understanding others



Communicate effectively



Customer relationship and connection



Pipeline management

The different sales person types

According to each sales person's strengths, we have identified seven common types. Only three of those deliver above the average sales results.



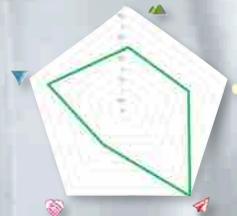
Transactional

Knows how to manage the pipeline well in order to get predictable results.



Closer

Applies numerous closing techniques trying to get commitment from customer on various occasions.



Hunter

A personality with great drive for results but prefers to work alone.



Problem Solver

See it's job as solving customer's problem and deliver value.



Storyteller

Great presenter and somebody customers like.



Relational

Will go extra mile to build a long lasting relationship with customers.



Consultant

See their job not as a salesperson, but as an expert.



A complete solution for your sales people development

Customization

Training transfer

Sales coaching



Assessment and Audit

Business simulations and workshops

Additional reinforcement

ROI analysis Follow-up

BEFORE
1-3 months

DURING
1 to 5 training days

AFTER
1 - 6 months

Before

Salesforce assessment

Silega Sales Assessment™ (SSA) - measure your team's skills and knowledge in 5 competency clusters

ACE Profile™ measures influence styles.

Sales organizational audit

The Sales Audit is systematic and objective analysis of market conditions, hiring practices, sales pipeline, organizational culture, compensation plans and current client satisfaction. The objective is to create an action plan to improve sales performance.

Customisation

Content, analogies and examples are customised through a series of questionnaires, interviews and focus groups.

During

Business simulation and workshop

Silega's hands-on experiential learning programs and business simulations are designed to provide executives with practical and immediately applicable skills.

Silega Sales Accelerator™ - Sales pipeline Simulation

Silega Expedition™ - Execution and account planning simulation

Silega Negotiator™ - Negotiation simulation

Silega Navigator™ - Strategic sales simulation

After

Training transfer

This might include tools and job aids, additional learning sessions, telephone or live coaching, advice to managers and e-learning through our Training transfer system called Silega Lattitude™.

Additional training reinforcement

The training session is conducted using the principles of experiential learning. Some topics include:

- Managing the sales process
- Prospecting and telephone skills
- Consultative selling
- Negotiations
- Sales strategies
- Key account management
- Sales coaching
- Time and motivation
- Proposals and written communication

Sales Coaching (optional)

Using the support and motivation from sales coach, your salesforce will be able to sustain the increase of performance.

ROI analysis (optional)

A credible approach to measure and document the return on investment for your top management.



Sample agenda

Day 1	Day 2	Day 3
9:00 - 13:00 Sales simulation	9:00 Building relationships 10:00 - 13:00 Negotiation simulation	9:00 - 13:00 Coaching for results and accountability
Lunch	Lunch	Lunch
14:00 - 17:00 Sales pipeline management	14:00 - 17:00 Power and influence in sales	14:00 - 16:00 Silega Expedition - a vision for success
17:00 Measurement		17:00 Application and certification