

Training

The Sales Challenge Workshop



Designed to fit into sales meetings, 'The Sales Challenge Workshop' is centred around a carefully constructed case study/role-play which takes account of current market conditions, reflecting customers as they are today and the challenges your sales team face. Each case study is tailored to your business and presents an opportunity to see how your team put together and implement their strategy.

'Customers' are played by the sales manager and other members of the company in addition to the training facilitator with all being carefully briefed. Typically the sales team are divided into small groups each of which is then responsible for developing their sales strategy and progressing the sale through several meetings to completion, starting from being told 'A customer has been asking for information on ...'

Mini-feedbacks are given at stages of the sale and the teams given opportunity to explain their strategy so far with a plenary session at the end.

The style is group led with everyone being able to use their own experiences and since all have different experiences everyone learns from each other and of course managers and facilitator have input too, creating a significant learning opportunity. Participants to date have found 'The Sales Challenge' enjoyable and 'eye-opening'.

*Steve's Sales Challenge Workshop was a great success.
Our experienced team was given the chance to re-evaluate
their sales strategy in a very realistic workshop situation.*

Mike Kerins, MD, Cambridge Bioscience

For more information
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