

DRIVING BUSINESS RESULTS – PERFORM



Sales Funnel Simulation

Objective

Experience the key business drivers and challenges of the Sales and Customer Service industry; learn, practice and apply the principles, behaviors and skills necessary to manage a Sales and Customer Service business for success.

Program Description

The DBR – PERFORM: SALES FUNNEL SIMULATION is a board simulation experience that helps executives and managers develop the understanding, behavior and skills that will enable them to build a more efficient and profitable Sales and Customer Service organization.

Participants work together on teams to manage a sales organization and reach their revenue target for the year. The challenge is intensified by a combination of poor company performance in the previous quarter, a sluggish economy, increasing competition and high employee turnover. Through discussion and decisions on customer planning and networking, allocating time and resources, competency development and training, account information management and sales administration, participants gain a “big picture” understanding of how to manage the sales process for maximum profitability. Team performance is measured by how well sales objectives are met.

The DBR – PERFORM: SALES FUNNEL SIMULATION will enable participants to:

- Manage the different phases of the sales process
- Develop sales strategies
- Focus on creating and reaching set revenue targets and margins
- Communicate the importance of closing sales with customers
- Allocate time, tasks, budget and resources for optimum efficiency and maximum profitability
- Determine their own sales training needs and invest in sales support systems

The DBR – PERFORM: SALES FUNNEL SIMULATION is a 1-day program that introduces the key challenges and business drivers of the Sales and Customer Service business. The simulation is an interactive learning experience that places participants in realistic, problem-solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage a Sales organization more effectively, efficiently and therefore, profitably. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.



The DBR – PERFORM: SALES FUNNEL SIMULATION is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem-solving exercises and team activities that further reinforce the principles and skills that lead Sales and Customer Service organizations to success.

The DBR – PERFORM: SALES FUNNEL SIMULATION will enable your organization to:

- Align performance goals with strategic initiatives
- Translate the key challenges of the Sales and Customer Service industry into proactive forecasting and strategic decision-making
- Leverage the important drivers of profitability
- Create and deliver customer value
- Maximize operational efficiency and excellence
- Build effective, collaborative team

Audience

- Executives, managers and employees of all levels in the Sales and Customer Service industry
- Can be used as part of a Sales Organization or Account Team training program or as part of a company conference focused on Sales