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Simple Sales Simulator

This sales simulator can be used to simulate regular practice situations in everyday sales and to free sales trainings from "reading out numbers" or "coffee chats".

1. first determine the conversation situation. It has proven useful to select one of the two discussion situations with the greatest impact on sales success:

a) Acquisition on the phone or at trade fairs
b) Conversations with the decision maker

2. Inform your employees that you want to do several exercises in the "sales simulator" in the next sales meeting and that each consultant should bring at least one upcoming situation description that fits the selected conversation situation.

3. Prepare a Googe-Meets room, it is important that all participants agree to be recorded. When the training starts, the recording must also start.

4. The employee is recorded (pinned) in the meets room. The film is NOT shown later in the round, but only serves as additional incorruptible feedback for the test person. AND ONLY FOR THE PERSON!

5. Each colleague who is not directly involved in the sales simulator is given a feedback sheet as shown on sheet 02 (sheet 03 is a brief guide to this). This sheet is used by each listener to be able to give oral feedback to his colleague and additionally written feedback later.

6. The respondent describes the initial situation and instructs his interlocutor. This can be a colleague or you as a manager. Alternatively, the initial situation is adjusted so that it is a new contact person and the two participants do NOT know each other. This is necessary because otherwise too much expectation is brought into the exercise. Then the conversation can begin.

7. After the interview, first the respondent himself gives feedback on how he felt and what he would do in the same way in the future or what he wants to do better. Only then do the listeners give their feedback. When doing so, make sure that it is usable feedback. So less judgments like "I find ..." but more suggestions for improvement "it would be better ..." or recognition "... I will keep in mind for my future discussions". Finally, as a manager, make any additional comments that have not yet been made. Please do not summarize! All participants give their notes (feedback sheet) to the probationer.

8. The respondent gets the video and it's the next person's turn. At the end of the rounds, agree on which conversation situation you want to cover next time.

In this way, you create a climate of continuous learning and will always develop yourself and your team further.

created by Peter Nikolaj Bauer

Sales Simulator Feedback

Date:	Name:
Briefing:	

	Open	Closed
Facts	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐
Problems	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐
Pains	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐
Benefit-Expectation	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐	☐☐☐☐☐ ☐☐☐☐☐ ☐☐☐☐☐

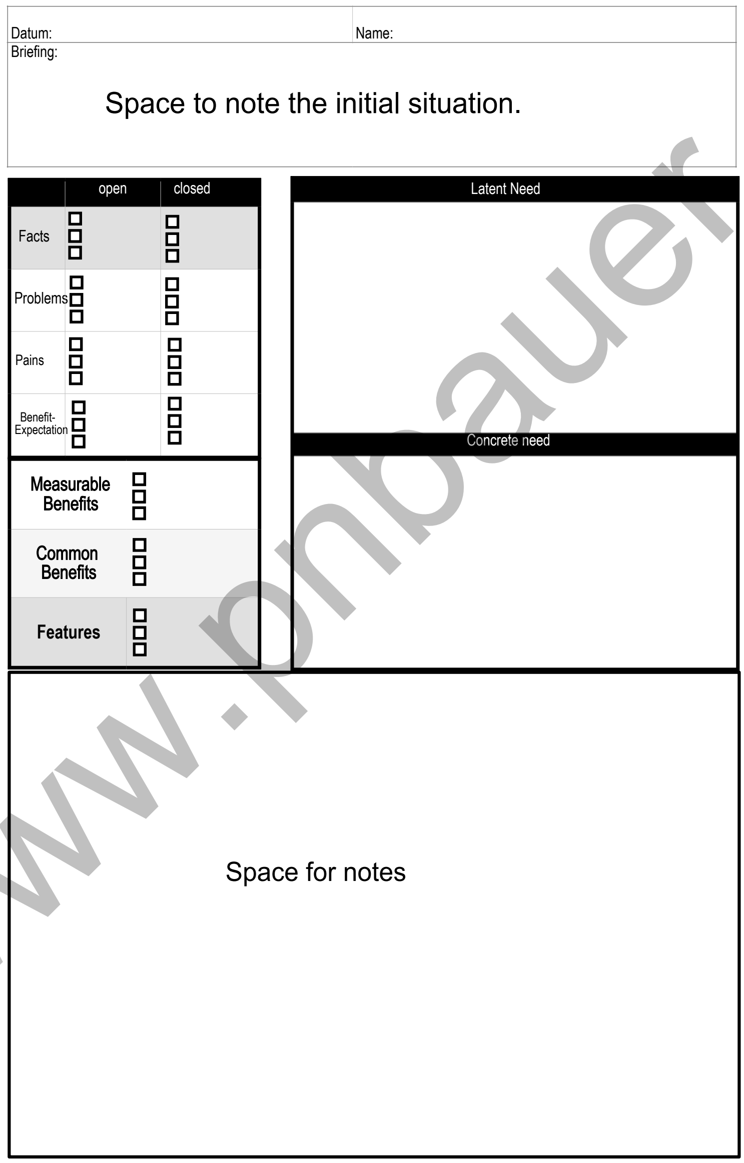
Measurable Benefits	☐☐☐☐☐☐ ☐☐☐☐☐☐ ☐☐☐☐☐☐
Common Benefits	☐☐☐☐☐☐ ☐☐☐☐☐☐ ☐☐☐☐☐☐
Features	☐☐☐☐☐☐ ☐☐☐☐☐☐ ☐☐☐☐☐☐

Latent need

Concrete need

Feedback sheet instructions

This cheat sheet outlines the feedback sheet and how it should be used.



Fill in a circle for each question asked, on the left for open questions and on the right for closed questions.

Here count the arguments that were actually used by the seller in the conversation.

Note the customer statements on latent demand here.

Make a note here of the customer's specific requirements.

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