



Perceptive Learning

PLI SALES FLIGHT SIMULATOR™

Come prepared. Vigorous and intense, this is our 4-day total immersion program.

Day One

Participants begin by giving a brief presentation to the group on a pre-assigned company-tailored topic. They receive coaching and feedback on their skills and content knowledge. This is designed to reinforce the current sales process embraced by the company. They will actively participate in a workshop designed to increase their skills in differentiating their company, its products and services, and themselves. A key takeaway will be Initial Value Statements they can immediately use in the field. Every participant will make an initial sales call on a client in their industry and become familiar with the assessment, coaching and feedback process that is used throughout the program. Teams will complete a sales call plan and an executive sales call in the afternoon.

Evening assignments are given in order to prepare for the next day's sales calls and everyone is required to review the videotape of their initial sales call to begin the self-assessment skill process.

Day Two

A short workshop on Better Questioning and Listening will provide various approaches to enhancing sales qualifying skills. A follow-up sales call will be made on a specific department contact within the simulated account to gain more detailed information about the business needs of the client. Specific feedback and coaching for this call is provided individually. The afternoon contains a second workshop focused on Managing Resistance. This provides an opportunity to demonstrate the ability to apply a managing resistance model to improve business relationships and overcome objections. It will test their skills in turning potential negatives into opportunities and further establish value and trust. Day two ends with a Justifying Solutions Workshop. This workshop will help the participants determine what customer insight will help them develop strong Return on Investment data to support their proposed solution.

Day Three

The call on day three is a follow-up qualifying call on their department contact to uncover important information that was not gained during the initial call. Specific skills focused on during this call are managing the objectives of the call (controlling the process) and ability to demonstrate knowledge and expertise through skillful questioning. The afternoon calls provide the first opportunity for the participants to demonstrate results of their strategic listening skills through the relevance and creativity of the proposed options they present to the client during this call. These calls allow us to assess industry, company and product knowledge as well as the ability of the participants to effectively articulate clear benefits of their proposed solutions. An actual customer from your market concludes day 3 by discussing what they expect of sales professionals calling on them - and why they choose to do business with you (or your competitors).

The evening assignment will be to work in teams to prepare a comprehensive business proposal. This proposal will be presented to an Executive Committee (made up of the different clients they have been calling on the past three days) for a final review and decision.

Day Four

Each of the separate sales teams will present their proposal to the Executive Committee. They will be required to prepare all presentation support materials and provide some level of company-specific applicable detail as part of their proposal. Assessment and feedback for this part of the program is done at the team level to allow them to see the cumulative impact of their ability to combine knowledge and efforts. The program concludes by awarding the purchase order (contract) to the team that presented the strongest business solution to the client in the most professional manner.