

CELEMI Sales Endeavour™

“Celemi Sales Endeavour™ will help your team increase sales, improve close rates, reduce cycle times, and give management greater insight into the organization’s sales pipeline.”

Celemi Sales Endeavour is an exciting combination of real-life sales application and an interactive learning simulation that gives sales professionals a chance to work through existing sales opportunities methodically and strategically in an engaging and competitive atmosphere.

During the simulation, participants navigate their way through a challenging sales opportunity filled with risks, unexpected detours, “rat holes,” competitive informants, changing organizations, hidden agendas, shifting buying preferences, unreasonable expectations, strong competition, and customer uncertainty. In other words, real life!

By the end of the program, participants leave with a fully developed sales plan for one of their own prospects as well as the skills and insight needed to win more sales in the future. The best part: the process is repeatable!

Celemi Sales Endeavour ultimately saves sales professionals valuable time and resources by helping them think through strategic considerations, such as buyers and competition, so they choose only the most productive and profitable opportunities to pursue.



What clients say

“The Sales Endeavour seminar showed the importance of a structured and well defined sales process. The participants got a toolbox of various approaches and methods which can be used right away to increase sales precision. Thought provoking and practical!”

– HR Manager, CNH, (Fiat Group)

“I now realize that our previous sales training has been too focused on our offering. Sales Endeavour was different, and especially the relationships part in the program was useful to me. The simulation format worked really well.”

– Vice President Marketing, International Consulting Firm

Winning sales navigation

As a result of participating in this competitive simulation, you'll learn how to:

- Create a well-defined sales plan that saves time and money and improves your chances of success.
- Achieve competitive differentiation as much through how you sell as what you sell.
- Make speed and timing work for you in a competitive sales campaign.
- Keep the focus on the prospect's business and specific challenges.
- Identify the right buyer and the right time within the target organization.

Who benefits

Any organization with a selling environment characterized by:

- Multiple decision makers and influencers
- Value-oriented selling
- Solution selling

And those in need of:

- A structured approach for sales pursuits
- A standardized sales process and language
- Alignment in sales collateral, messaging, and product campaigns
- Collaboration between the sales force and those supporting sales

Key results

Celemi Sales Endeavour improves a sales professional's ability to:

- Prioritize sales opportunities based on chance of success and value to the organization.
- Conduct sales calls with a focus on addressing the customer's business needs and challenges.
- Ask effective and meaningful questions during sales calls.
- Build and sustain relationships with customers and prospects.
- Develop strategies and tactics for defeating the competition.
- Identify the key decision maker(s) in every sales situation.
- Apply effective closing techniques.
- Stay focused on a well-defined plan to win the sale.



The program is highly flexible and readily adaptable to a variety of sales situations. Optional exercises allow the facilitator to customize the program to each audience's unique needs and prioritized areas of development. Optional exercises include closing tactics, questioning skills, sales-call role plays, and influence detection.

Facts

Materials

Case-based business game.

Number of participants

10-25 per session, grouped in teams of 3-5 participants
One Celemi certified facilitator for every 25 people

Participants

Employees involved in the sales process as sales representatives, sales managers and sales support.

Time required

2 days

Facilitator

Facilitators certified by Celemi

Languages

We translate our products continuously,
for an updated list please visit:
www.celemi.com