

# SALES & MARKETING

Create exceptional customer experiences

PeopleSIM™ for sales professionals	Livon™	Livon Lite™	Sales Endeavor™
<i>Performance-coaching skills for sales professionals</i>	<i>Fast-paced exercise in market positioning for sales and marketing professionals</i>	<i>Abbreviated branding and positioning for sales and marketing professionals</i>	<i>Proven process for helping sales professionals win complex accounts</i>
Participants address performance gaps and establish expectations in a realistic setting while receiving immediate continuous feedback. <i>Optional classroom and/or virtual classroom elements create a fully transformative experience.</i>	Participants compete to build and retain a profitable customer base by using market research to make tactical choices on market position, niche determination and competitive strategies.	Participants jump on the fast track to the principles of marketing and branding as they join a fictitious company that's competing in a narrow segment of the market where there's little differentiation, the customer base is restless, and there's little brand loyalty.	Participants learn and apply a repeatable process for increasing sales, improving close rates and reducing cycle times through an exciting combination of real-life sales application and interactive simulations.
<b>Your sales professionals learn to:</b>	<b>Your sales and marketing professionals learn to:</b>	<b>Your sales and marketing professionals learn to:</b>	<b>Your sales professionals learn to:</b>
<ul style="list-style-type: none"> <li>Accept buyers as they are, and develop value in their eyes</li> </ul>	<ul style="list-style-type: none"> <li>Develop effective marketing plans and strategies consistent with your company's overall positioning</li> </ul>	<ul style="list-style-type: none"> <li>Select a position in the marketplace, and work to hold on to it</li> </ul>	<ul style="list-style-type: none"> <li>Create a well-defined sales plan that saves time and money and improves chances of success</li> </ul>
<ul style="list-style-type: none"> <li>Roll with buyers' resistance, and support their autonomy</li> </ul>	<ul style="list-style-type: none"> <li>Use powerful marketing tactics to meet local customers and competitors</li> </ul>	<ul style="list-style-type: none"> <li>Attract customers of choice</li> </ul>	<ul style="list-style-type: none"> <li>Achieve competitive differentiation not only through <i>what</i> your company sells, but also through <i>how</i> it's sold</li> </ul>
<ul style="list-style-type: none"> <li>Use a 4-step process for guiding sales discussions to the point of securing commitment</li> <li>Use a set of tools that helps determine what to say moment to moment during a sales call</li> </ul>	<ul style="list-style-type: none"> <li>Manage and allocate scarce resources to remain competitive and profitable                             <ul style="list-style-type: none"> <li>Select competitive advertising and pricing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Maintain price levels</li> <li>Use analytics to determine both necessary and unnecessary expenditures                             <ul style="list-style-type: none"> <li>Discover how decisions have real consequences in terms of customer perceptions</li> <li>Understand how customer preferences change over time</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Make speed and timing work in a competitive sales campaign</li> <li>Maintain focus on the customer's business and specific challenges                             <ul style="list-style-type: none"> <li>Identify the right buyer and the right time within the target customer organization</li> </ul> </li> </ul>
Online performance support that can be enhanced via classroom or VILT	Classroom simulation	Classroom simulation	Classroom simulation
6 to 8 hours	1 day	1/2 day	1 day
English	Dutch, English, Finnish, French, German, Italian, Mandarin Chinese (simplified), Mandarin Chinese (traditional), Norwegian, Portuguese (Europe), Russian, Spanish (Europe) and Swedish	English, Swedish and Russian	English