

“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, and 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.

**A repeatable
process for
developing and
implementing a
successful sales
campaign.**



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/clout detection.

**Facts****Material**

Participants guide
WorkMat™
Competitive case materials
Electronic sales tool
Optional, additional sales exercises

Number of participants

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

Participants

Sales persons
Sales managers
Sales support

Time required

2 days

Facilitator

Facilitators certified by Celemi

Languages

English