

Sales Simulation Programs that Drive Performance



BRAD HUMMEL, PMP

PRACTICE LIKE YOU PLAY

Failure to embrace a “practice like you play” mentality during sales training will result in suboptimal performance and missed opportunities in the field

PRACTICE LIKE YOU PLAY - SPORTS



Scrimmage

PRACTICE LIKE YOU PLAY - WORK



simulation

Agenda

- My Story
- Sales Simulation
- Concepts that Drive Successful Simulation
- Case Study – Concepts + Vision → Reality
- Embracing New Concepts in Existing Programs

Brad Hummel, PMP



- Industry Experience – 17 years
- Organization Types – Small, Medium, Large
- Current – Bristol-Myers Squibb (BMS)
- Primary Roles – Sales & Sales Training
- Therapeutic Specialty – Hematology/Oncology
- Areas of Expertise
 - Advanced Selling Methodologies
 - Content Design & Development
 - Sales Simulation Programs
- Simulation Experience – 5 years

Sales Simulation

- What is Sales Simulation? **Scenario-Based Practice in a Real-World Environment**
- Will it work for any product or service? **YES**
- Is it only for large companies with big budgets? **NO**
- Can existing simulation programs be made better? **YES!!!**

Concepts that Drive Successful Simulation

- Real-Play
 - Model Offices & Customer Profiles
 - Mock Selling Situations
 - Sales Model Reinforcement
 - Soft Skill Consideration
- Feedback

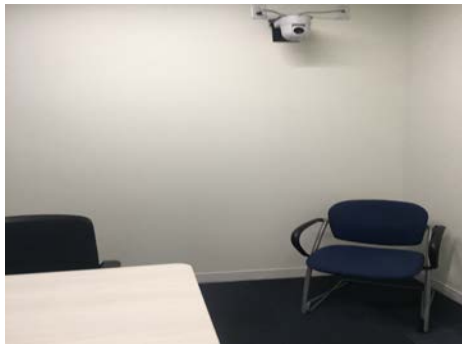
Role-Play vs Real-Play

- Role-Play
 - Downsides
- Real-Play
 - Upsides
- Converting role-play to real-play

Model Offices & Customer Profiles

- Create an environment similar to the field
 - Front Desk, Sample Closet, Break Room, etc.
 - Fake Plants, Picture Frames, Diplomas, etc.
- Develop fictitious customer profiles
 - Should be based on real-world HCPs
 - Incorporate Business Intelligence resources

Case Study – Concepts

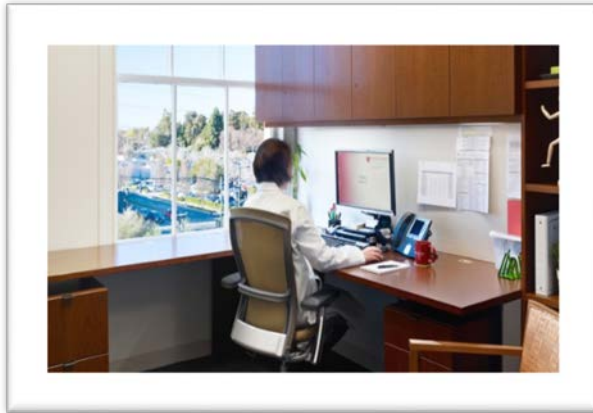


Case Study – Concepts



Case Study - Vision

Provider Offices



Pharmacy



Sample Closet



Board Room



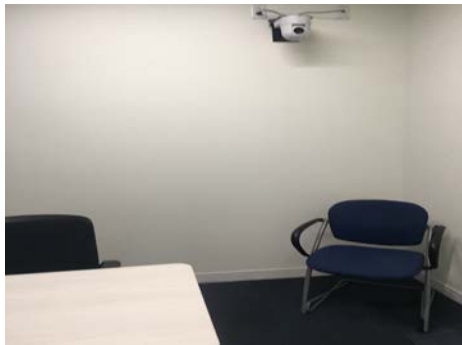
Exam Room



Infusion Suite



Case Study – Before



Case Study – After



The Hipster



The World Traveler



The Nature Lover



The Sports Fan



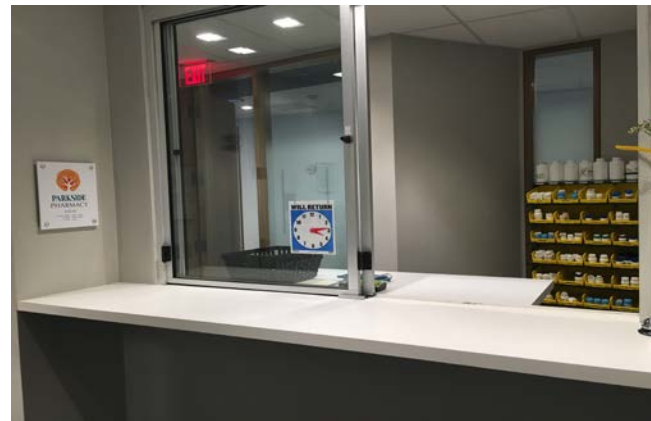
The Super Parent



Case Study – Before & After



Case Study – Reality



Mock Selling Situations

- Common sales interactions:
 - Lunch-and-Learn
 - Breakfast/Snacks
 - In-Services
 - Sample/Material Drop
 - Walking Detail
 - Stand-Up Call
- Does your sales simulation program cover various call-types?
- **All** interactions **can** be important and **should** be covered
- Whatever your opportunities are, **TRAIN ON THEM!!!**

Sales Model Reinforcement

- Components of Sales Models
 - Pre-Call Planning
 - Opening
 - Probing
 - Aligning
 - Objection Handling
 - Closing
 - Post-Call Reflection
- Does your sales simulation program address every component?
- **ALL** components should be covered during Sales Simulation
- **Planning** and **reflection** are essential to following a call continuum
- **Failing to plan is planning to fail...**

Soft Skill Consideration

- Soft Skills
 - Common Sense
 - Situational Awareness
 - Empathy/Understanding
 - Maintaining a positive, flexible attitude
 - Dealing with ambiguity or difficult customers
- Does your Sales Simulation program measure soft skills?
- Soft skills impact opportunity, and **should** be assessed

Feedback

- Feedback is critical to the learning process
- Methods of feedback delivery
 - Individual feedback benefits the individual
 - Group feedback benefits the group
- Which is better?
- Maximum impact achieved with a combination
- Does your sales simulation program leverage both?
- **NO = MISSED OPPORTUNITY**

Embracing New Concepts in Existing Programs

- **MAKE IT REAL!!!**
- Convert Role-Play to Real-Play
 - Model Offices & Customer Profiles
 - Mock Selling Situations
 - Sales Model Reinforcement
 - Soft Skill Consideration
- **Provide Individual & Group Feedback**

PRACTICE LIKE YOU PLAY

Questions?



Contact Brad Hummel with questions or comments at bradhummel@hotmail.com

Click below to read Brad's article on Sales Simulation in the Winter 2017 issue of Focus Magazine

<http://www.nxtbook.com/nxtbooks/LtenFocus/2017winter/index.php#/34>