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## Sales Call Simulator: Video- and AR-Based Role Play

# Welcome!

**Kate Domenick**

Director of Instructional Design

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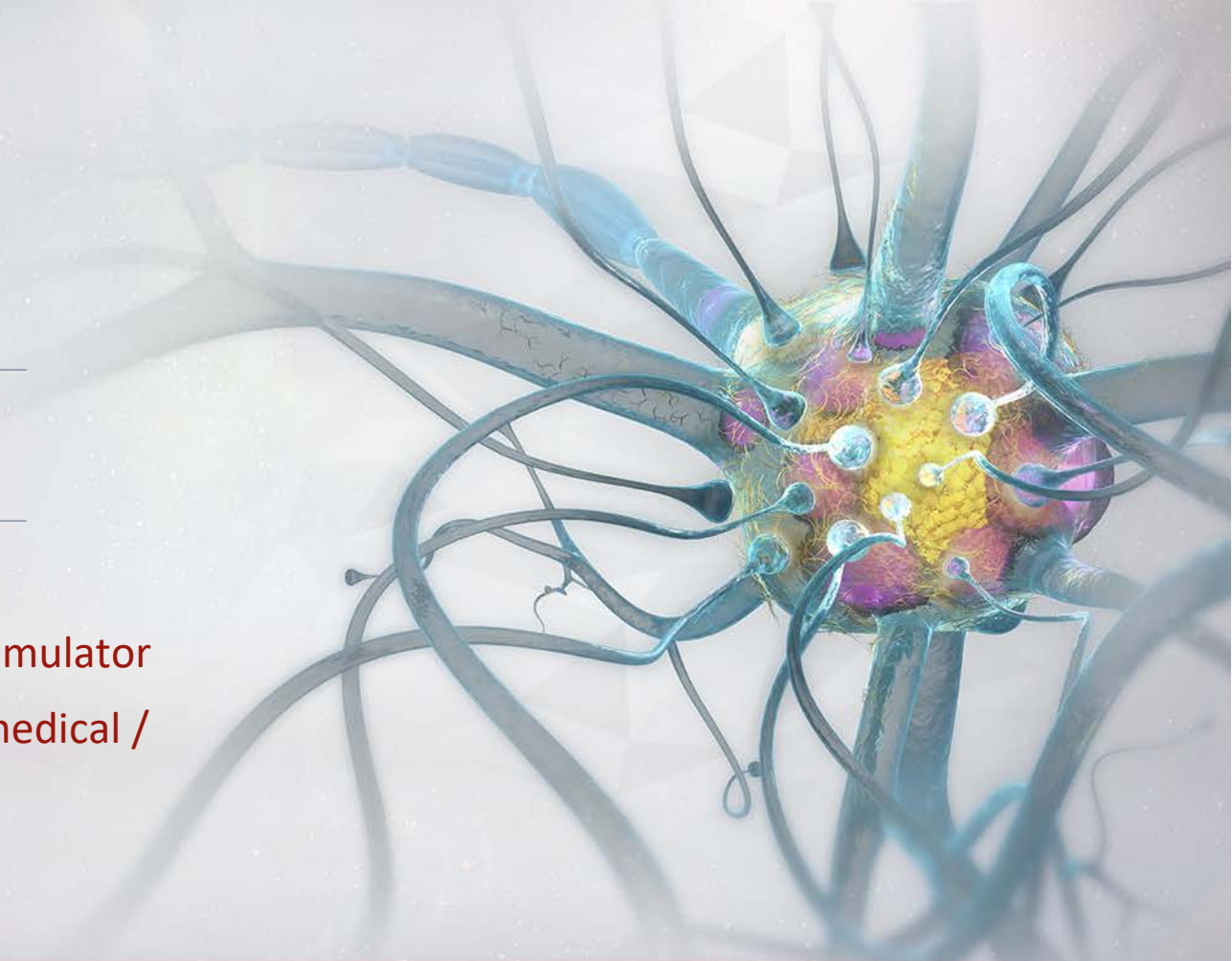
**Jessica Angove**

Director of Experiential Learning

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## Agenda / Objectives:

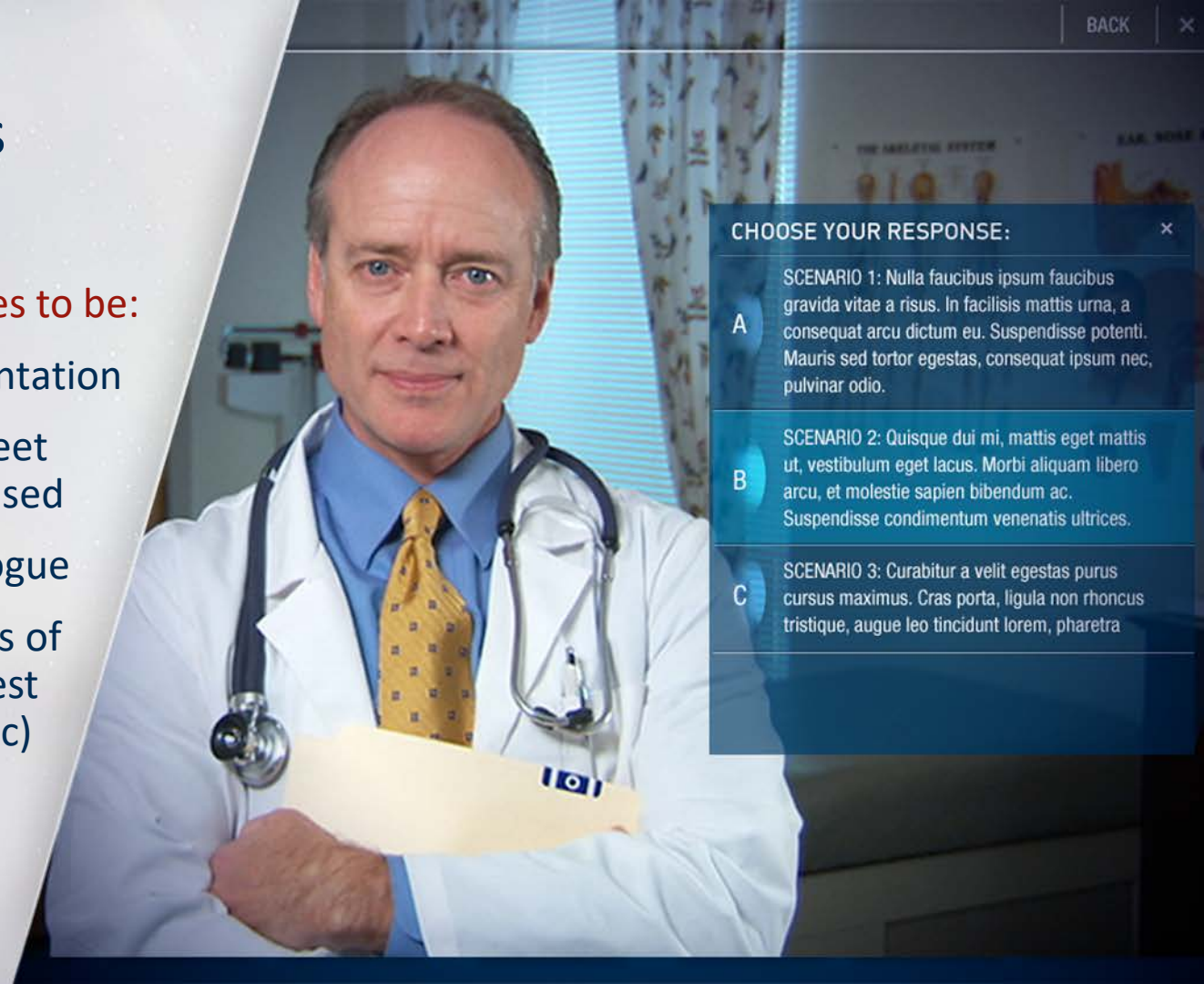
- ▶ Demonstrate Sales Call Simulator
- ▶ Explain how to address medical / legal review effectively
- ▶ Q&A



# Purpose of a Sales Call Simulator

Prepare sales representatives to be:

- ▶ Targeted in their presentation
- ▶ Able to think on their feet when objections are raised
- ▶ Compliant in their dialogue
- ▶ Show the consequences of making good, better, best choices (Branching Logic)



BACK

×

CHOOSE YOUR RESPONSE: ×

A

SCENARIO 1: Nulla faucibus ipsum faucibus gravida vitae a risus. In facilisis mattis urna, a consequat arcu dictum eu. Suspendisse potenti. Mauris sed tortor egestas, consequat ipsum nec, pulvinar odio.

B

SCENARIO 2: Quisque dui mi, mattis eget mattis ut, vestibulum eget lacus. Morbi aliquam libero arcu, et molestie sapien bibendum ac. Suspendisse condimentum venenatis ultrices.

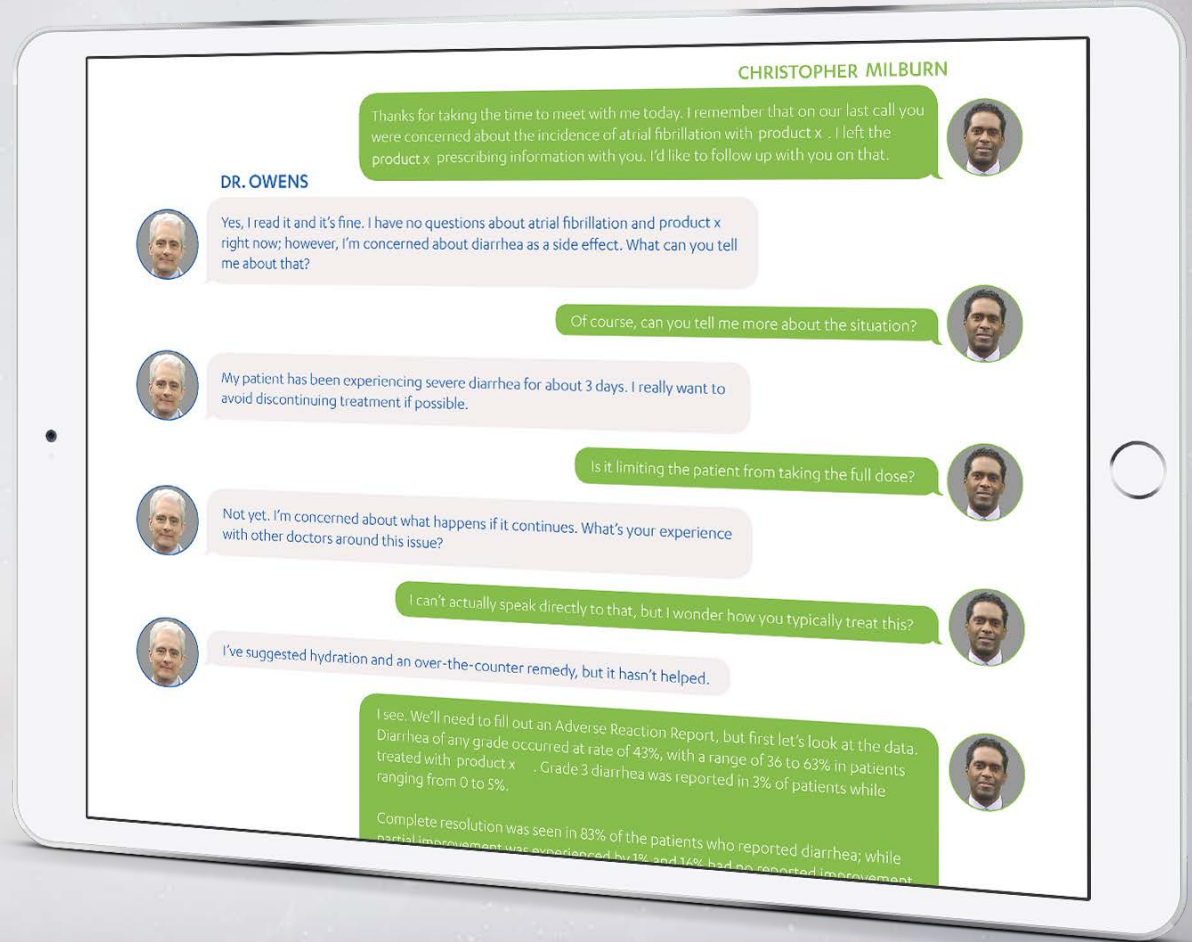
C

SCENARIO 3: Curabitur a velit egestas purus cursus maximus. Cras porta, ligula non rhoncus tristique, augue leo tincidunt lorem, pharetra

DEMO

# Medical / Legal Review

- ▶ Interviews
- ▶ Compliance Coach
- ▶ Perfect Call Transcript



# Sales Call Simulator

## - Augmented Reality

- ▶ Practice during certification – different segmentation
- ▶ Pull through
- ▶ Refresh / Just-in-Time



# FINAL Q&A AND YOUR THOUGHTS



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Thank You

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