



SALES POWERPLAY
INSPIRED & TRAINED





You want to be one of the best sales professionals. What do you need to do to achieve this goal?

We, the Sales PowerPlay publishers, are salespersons just like you. We have developed this game so that our professionals learn from each other and are always able to practice. Like the best athletes, we must train regularly if we want to call ourselves the best. The Sales PowerPlay, a challenging, surprising and extremely informative and intensive training for professional salesmen, will help us.

The formula of Sales Power Play success is:

$$\text{Success} = \text{Inspiration} \times \text{Training}^2$$

The world of sport also inspired the name of the game. Powerplay means playing with a numerical advantage in ice hockey. Thanks to Sales PowerPlay, you can also outnumber your competitors with your team. Your ambassadors will support you. Who are the ambassadors? You'll find out soon.

Sales PowerPlay creates a practice ground for experimenting with innovative sales methods. Each workout inspires greater confidence in the players to include the new features in their daily sales routine. You will discover that there are many improvements to be made.





Philosophy:

WHY DO WE PLAY GAMES?



Playing has always been a human trait.

- When we play, new connections between areas are automatically created in the brain, and existing connections are reinforced.
- Playing is fun. And pleasure revives our brain.
- Playing supports creativity. When we play, people are more courageous than usual, and also risk mistakes that they can learn from.

Therefore, it makes sense for the educational material in schools to be taught as much as possible through play. It is time for adults to appreciate fun as a learning method.

How many times do you have to read a juggling tutorial to learn how to juggle?

EXTRAORDINARY SALESPERSON

Non-verbally: our thinking shapes our actions.

Verbally: In every situation, bring the conversation to a positive conclusion.



Substantive: I want to make my client happy.

What distinguishes an exceptional salesperson from a good one?

Being an exceptional salesperson, you gain more because you take every conversation to the next step.

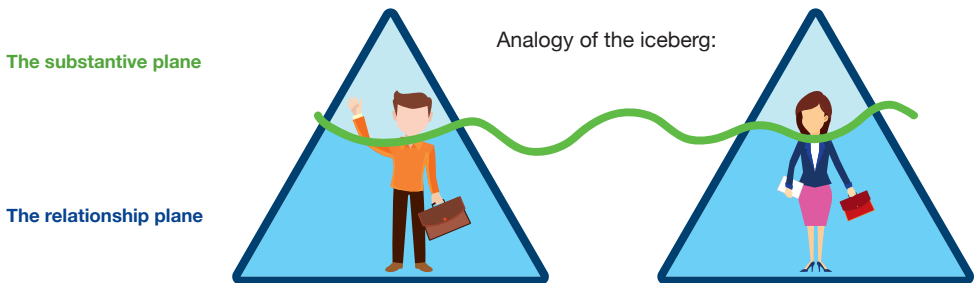
You use your unique professional and emotional skills to earn points in non-verbal, verbal and substantive dimensions of impact. Only the interaction of these three dimensions ensures maximum success.

How will you achieve more?

PROFESSIONAL COMPETENCE

Today, every customer needs good products and services, competent advice, short response times and well-functioning processes, if he is even going to consider working with a supplier. If all these conditions are met, the customer is satisfied, but nothing more - and therefore passively pleased.

**Do you build a long-term partnership
on a substantive level or relationship?**



EMOTIONAL COMPETENCE

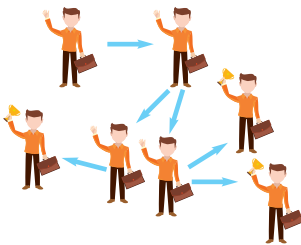
Passively satisfied customers today have little reason to buy from the same supplier many times. Because a globalized economy and a transparent offer make it easy to change suppliers. To prevent this, technical competence is not enough. As an exceptional salesperson, you also engage your emotional skills. As a result, you are constantly deepening the relationship between the client and yourself - with a triple effect:

- You get reach your goals faster and easier also at the substantive level.
- Customer loyalty is established.
- Your client becomes your ambassador.

Sales PowerPlay is based on this recognition. You train how to outdo your competitors on the level of relationships and transform passive clients into ambassadors. Because as a salesman you are successful, if you can count on many ambassadors.

AMBASSADORS AS SALESPERSONS

A passively satisfied customer will change the supplier sooner or later.



A happy customer will remain and become an ambassador.

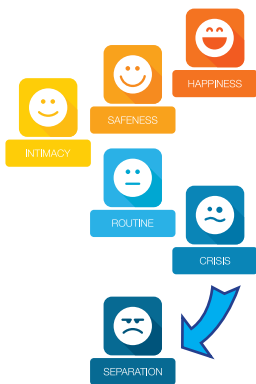
How to make an ambassador out of a passively satisfied customer?

An ambassador has full confidence in his salesperson. He tells himself about his good experiences with him. Thus, the ambassador becomes the salesperson's salesperson.

But how can a professional salesperson like you change clients into ambassadors?

Each ambassador wants to be perceived as an individual. He expects simple and quick solutions, wants to be informed and entertained, wants to ask questions, receive answers and provide feedback. What's more, the ambassador connects his success with the salesperson and talks about it. Your goal as an exceptional salesperson is to make your customers happy and successful.

PHASES OF RELATIONSHIP

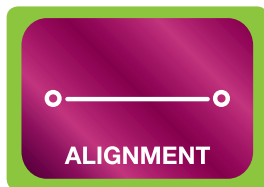


What phases does a business relationship go through?

A business relationship is similar to a private relationship: over time it changes – both positively and negatively. When routine creeps in, you are threatened by a crisis and ultimately, separation. Instead, as an exceptional salesperson, make sure that your relationships with clients are characterized by familiarity and security. Thanks to this, your customers will be permanently happy.

Like in real life, in Sales PowerPlay, there are all stages of the relationship. The more you train, the more you manage to pass only through a positive phase.

FOUR SALES PHASES



The sales process consists of several sales phases. Sales PowerPlay distinguishes four of them:

Alignment

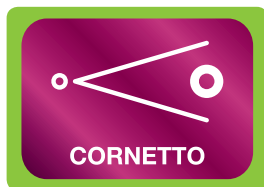
The sales conversation requires good preparation to be effective. This phase is called the Sales PowerPlay orientation.



Learning and understanding

If you want to sell a solution to a customer, it often fails. However, try to plan the solution together with him and gain his trust. To this end, you must intensively take care of the client and his needs.

After all, who can give better information about the client than himself?



Cornetto

The third phase of sales is negotiation. Why is it called "Cornetto" with us? Negotiations with the client should be directed to the future, not the past and always open to constructive solutions. Their symbol is a horizontal ice cream cone:

in the future more pleasure is expected - in this case, ice cream.



Partnership

If as a salesman you perform your tasks competently and to the satisfaction of the customer, a familiarity is born.

In addition, if you manage to move the emotions of the client, intimacy turns into trust - the highest level of partnership.



Game rules:

GOAL



As a Sales PowerPlay player, you want to get as many ambassadors as possible. You'll achieve that by taking confident control of the sales situation, and thus, inspire your teammates. For each completed task, you will receive feedback from all players. Depending on the result, move your counter forward (spaces) or up (levels). Each of these moves will bring you closer to the position of the ambassador. Once you get to him, you'll gain an ambassador. Then you return with your counter to the beginning and start winning another ambassador from scratch.

The winner is the player who collects a set number of ambassadors or has recruited the most ambassadors after an agreed time has elapsed.

At the beginning, agree with the other players which of the above-mentioned goals you want to achieve.

GAME VARIANTS



The parts of the Sales PowerPlay game board are printed on both sides. At the beginning, choose one of the two variants of the game: square or circle.

Square: The game follows four sales phases - from targeting to partnership. As a player, you try to achieve a higher level in emotional relationship with the client. Thanks to this, you can get an ambassador faster and easier: you have to progress through fewer spaces. And in everyday sales this means less effort.

Therefore, it is important to encourage players to become interested in sales-related solutions and, in the best case, advance several levels (see "Feedback").

Circle: the principle of the game remains the same in this variant. However, the increase in the barometer of emotions means you start one level closer to the ambassador.



MODERATOR



It is best that the moderator quickly passes through the game and performs the special tasks described below.

He encourages players to ask questions about inspiring impulses for everyone. He can also set his own rules at the beginning of the game. You can find several possible variants in this game guide.

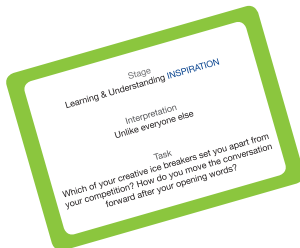


THE COURSE OF THE GAME

The player (customer) draws a card from the pile of the appropriate sales phase for the neighbor on his right (salesperson). The customer reads the sales situation. Each tab has a way to solve the task:

- **Inspiration:** the salesperson explains how he accomplishes the task and inspires the players through their response.
- **Training:** the salesperson plays the role of a client role and thus trains for a similar situation in everyday sales.

As a salesperson, you have up to four minutes to complete the task. To speed up the game, the moderator can also specify a shorter time at the beginning. After solving the task, feedback from other players determines how to move the pawn on the board (see «Feedback»). After the assessment, you change from the salesperson to the customer and read the next task to the player on the right who is now the salesperson.



INSPIRING SOLUTIONS



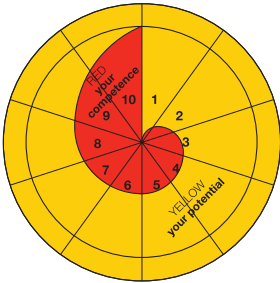
Your goal in every task is to inspire and motivate players to try new methods in everyday sales. On the one hand, you can do it by clearly formulating the answer:

- brief analysis of the initial situation
- solution
- justification

On the other hand, you can present pictures, analogies, stories and references to listeners. Through questions, you encourage players to think.

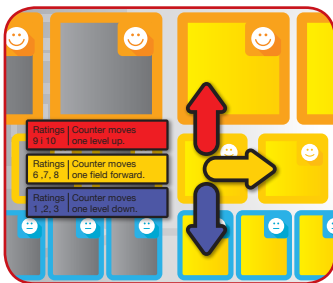
Once the task is completed and the solution is evaluated, the moderator can ask the salesperson or all players for additional questions or open a brief discussion about the sales situation. This gives players even more inspirational input. The moderator makes sure, however, that the game takes place quickly.

FEEDBACK



After completing the task, you will receive feedback from all employers: Have they been inspired by your solution? Using the Feedback wheel, players rate your solution on a scale of 1 to 10.

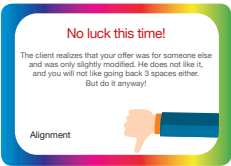
- Rating 1 to 3: Practice daily
 - the player's counter moves one level down
- Rating 4 to 5: Good, but room for improvement
 - the player's counter remains in place
- Rating 6 to 8: Very good, you are on the right track
 - the player's counter moves one field forward
- Rating 9 to 10: Congratulations! Implement your skills everyday
 - the player's counter moves one level up



Your counter's movement depends on the rating you receive from teammates. All players, including you, evaluate your task performance. After completing the quest, all players set the score on the **FEEDBACK WHEEL**, and at the same time show the scores to other players. You move your counter according to each received grade (you omit your grade). You move horizontally first (grades 6-8), then up (9-10) or down (1-3).

The moderator may ask players to justify the rating feedback or to show your own solutions. But here too the principle applies: The answers are to be short so that the game is dynamic.

LUCKY AND UNLUCKY CARDS



Do accidental events sometimes dictate success or failure in your daily sales?

Luck is a part of sales. That's why there are ten Lucky cards and five Unlucky cards in the deck of each sale phase of Sales PowerPlay. They describe special events. If the client draws such a card for you, just follow the explanation. And do not forget: sometimes you can also influence random events.



JOKER CARDS



To further differentiate Sales PowerPlay, ten Joker cards are hidden in the deck of each sales phase. If the Joker card is pulled out, the moderator decides which task you must complete as a salesperson. Should other players check their industry knowledge? Or maybe you want to practice a specific topic? To do this, create your own sales situations and questions. For example, practice responding to objections. Everything is possible thanks to the joker cards.

The moderator can even change the effects of Feedback wheel and, for example, state that you can move forward 2 spaces for each "good" card. Of course, the use of the joker cards is voluntary. Decide for yourself if you want to use them for the game.

Ready for a lot of fun?

Then let's get started! Thanks to Sales PowerPlay you can only benefit, no matter who finishes the game as a winner. The true winners are the people that play the game because they are inspired by sales specialists in their daily professional life.

Prepare to be inspired, to put aside your own sales habits and to challenge yourself and dare yourself to learn and implement new ones, because to play is to learn.

Have fun with Sales PowerPlay!





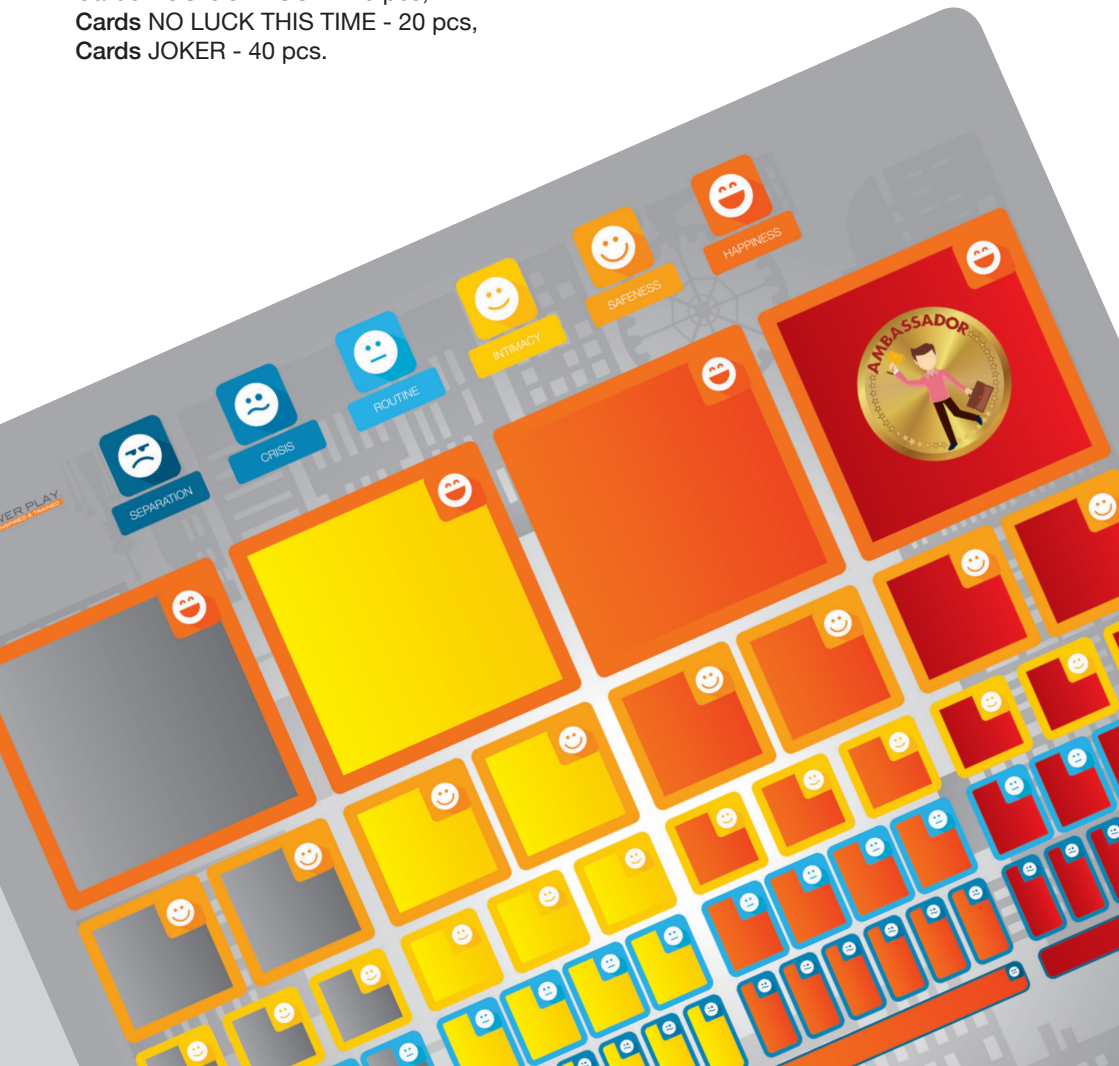


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SALES POWERPLAY suitcase contains:

Board in the form of a puzzle (25 pcs),
Player figures - 8 pcs,
Megaphones - 15 pcs,
Sand clock - 1 pcs,
Feedback wheel - 8 pcs,
Cards ALIGNMENT - 60 pcs,
Cards LEARNING & UNDERSTANDING - 60 pcs,
Cards CORNETTO - 60 pcs,
Cards PARTNERSHIP - 60 pcs,
Cards YOU GOT LUCK - 40 pcs,
Cards NO LUCK THIS TIME - 20 pcs,
Cards JOKER - 40 pcs.





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