



WORLD-CLASS SALES CHALLENGE FOR “CLIENT’S CORPORATION”

Can you build our business through excellent sales performance?



NOTE: THIS PROGRAM IS HIGHLY FLEXIBLE AND CAN BE MODIFIED IN MANY WAYS TO FIT YOUR CORPORATION'S PARTICULAR BUSINESS.

Arizona Outback Adventures
16447 N. 91st Street. Suite 101. Scottsdale, AZ 85260
Office: 480-945-2881 Fax: 480-970-1825 Toll Free: 866-455-1601
www.aoa-adventures.com

The Concept

“Client Corporation” will be building a state of the art New Sales Office (NSO) near Scottsdale, AZ. The plot of land to be developed is on the Yavapai Indian Reservation and in a very remote location. The Sales Research and Lead Development Department has already been very active in this small community and they have secured qualified leads on a number of local retailers and service providers. We must service our new potential client’s unique needs and retain them before any construction on the new “Client Corporation” Sales Office can begin. The NSO’s metaphorical foundation is its customers; in this exercise each happy customer and closed sale will represent a building block of our new NSO.

The group will be broken up into seven to ten-person teams (this number can change based on the amount of participants). Each team member will be responsible for a different business or sales function of “Client Corporation”. AOA will conduct in depth research on “Client Corporation” to make the processes relevant to their real life business functions.

Each team must form mutually beneficial client relationships, and most importantly, construct the highest quality NSO – remember the customers are the building blocks of a successful NSO. Each team member will be taught a different skill or Sales Process that is crucial to the successful execution of the NSO project (see list of skill stations). Each new client that you successfully serve will provide you with a single building material required to construct the NSO. The quality of the materials they provide will be directly correlated to the quality of service you provide, plus the profitability of the sale you close. Team members must work together and share their newly acquired knowledge in order to complete the NSO. Since the new facility is on Indian land, the Tribal Council has insisted that the NSO must reflect Native American architecture and style. This project is extremely time dependant and a bonus will be provided based on the order of project completion.

Glossary of Terms:

The “**Client Corporation**” is the company for which we will design this teambuilding/business simulation challenge. Each event is customized to meet this client’s needs and will be relevant to the participant’s real job functions.

The **NSO** is a new sales office facility. The construction and materials used in the construction are a metaphor for building the “Client Corporation’s” business and sales. The **NSO** will actually be a **Teepee**. The materials provided to build the Teepee will vary from high quality (which equates to excellent sales performance) to low quality (which equates to poor sales performance). As a result the team that provides the highest sales performance will have the materials necessary to build the highest quality Teepee or NSO. However, they must still work as a team to actually turn these raw materials into a finished product – the completed NSO.



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SKILL STATIONS

- **NSO Project Manager:** The project manager will be provided with the overview of the event. In collaboration with his/her team members, her/she will assess the team's business objectives and develop an overall strategy. He/she will be responsible for the entire project and its final presentation to the judges' panel.
- **Safety, Environmental, and Code of Ethics Officer:** This person's top priority is to make sure the entire team remains safe throughout the event and is compliance with "Client Company's" Code of Ethics. There will be no exceptions here. All Safety and Ethics violations will result in a penalty.
- **"Client Corporation's" Policy and Procedures Analyst:** They will enforce company specific operating procedures and ensure that any sales concessions made to the client do not deviate too far from "Client Company's" established Policies and Procedures.
- **Customer Location Navigator:** Your team has been flown in a complete unknown territory. To sell to this new customer group, this person will lead your team through the forest, to the different customer storefronts for sales meetings. Their expertise in map reading and compass directional navigation is essential to keeping your team on track with the time allotted to complete this project.
- **Director of Finance:** They are responsible to ensure that the cost of selling to each customer and closing each sale comes at or under the budget designated by management. Additionally, they will ensure that negotiations do not result in a sale price that does not meet the management's required gross margins.
- **Lead Sales Representative (2-3 teammates):** As their title indicates, their responsibility is providing real time sales service to our client's businesses. How well this person problem solves may determine how well your team performs.
- **Business Function "A" Expert:** This person's expertise in "A" will be critical to solving customer problems and ensuring the Lead Sales Rep is well trained. They may also consult directly with the customer when the need arises.
- **Business Function "B" Expert:** This person's expertise in Business Function "B" will be critical to solving customer problems and ensuring the Lead Sales Rep is well trained. They may also consult directly with the customer when the need arises.
- **Business Function "C" Expert:** This person's expertise in Business Function "C" will be critical to solving customer problems and ensuring the Lead Sales Rep is well trained. They may also consult directly with the customer when the need arises.

*** Business Functions "A", "B" and "C" are customized to meet client's corporation real life processes.

All teams will be evaluated on the following criteria:

Quality of the construction:

- Durability, weather proofing, and engineering soundness
- Décor and congruency with the surrounding First Nations culture and surrounding eco-system
- Up to \$100,000 bonus for a “perfect” NSO Facility.

Policy and Procedure Adherence:

- Teams will receive a \$50,000 bonus for never deviating too far from “Client Corporation’s” established policies and procedures.

Safety and Code of Ethics:

- Management will reward an individual team with as much as a \$10,000 bonus if ALL safety precautions have been used and safety procedures have been followed without fail.
- An additional \$10,000 bonus will be provided if teams strictly adhere to “Client Corporation’s” Code of Ethics.

Time:

- This is a time sensitive project. The first team to complete their NSO will receive a \$100,000 dollar bonus, second \$90,000, third \$80,000, etc, etc





DEBRIEF

Individual Team Discussions

These will begin with each participant filling out a Self-Assessment Form followed by a group discussion of the team's sales practices, values adherence, and performance. Each team will have been assigned an observer from the most senior leadership team available. These observers will accompany the team through the entire event. They will be trained prior to the event by AOA on techniques for their post-event debriefing session with their assigned team.

45 minutes

Entire Group Discussion / Sharing of Lessons Learned

After each team finishes their debrief session, the observers will share with the entire group the top three themes, lessons, or learnings from their team's discussion.

45 minutes

Closing

AOA's Lead Facilitator and your Training Lead will provide closing comments and take home messages.

5 minutes

Lunch, Party, or Finished

Lunch or a post event party allows for peers to informally discuss how the messages and lessons learned from the event can be applied to their specific jobs.

Observer Debrief Session

After each training session, all observers will participate in a private discussion, highlighting their observations of the participants' behaviors and practices. From those observations, the observers will create an action plan focused on enhancing your sales throughout all company's departments.

The observer from each team will attend a group discussion/debrief lead by AOA's lead Facilitator. Here observers can share in a private setting their candid observations regarding each team's performance. Themes, trends and previous event data will be used to create action plans for the upcoming events and most importantly the company's sales policies, procedures, training, and culture.

60 minutes

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