

# Business Acumen for Sales Professionals



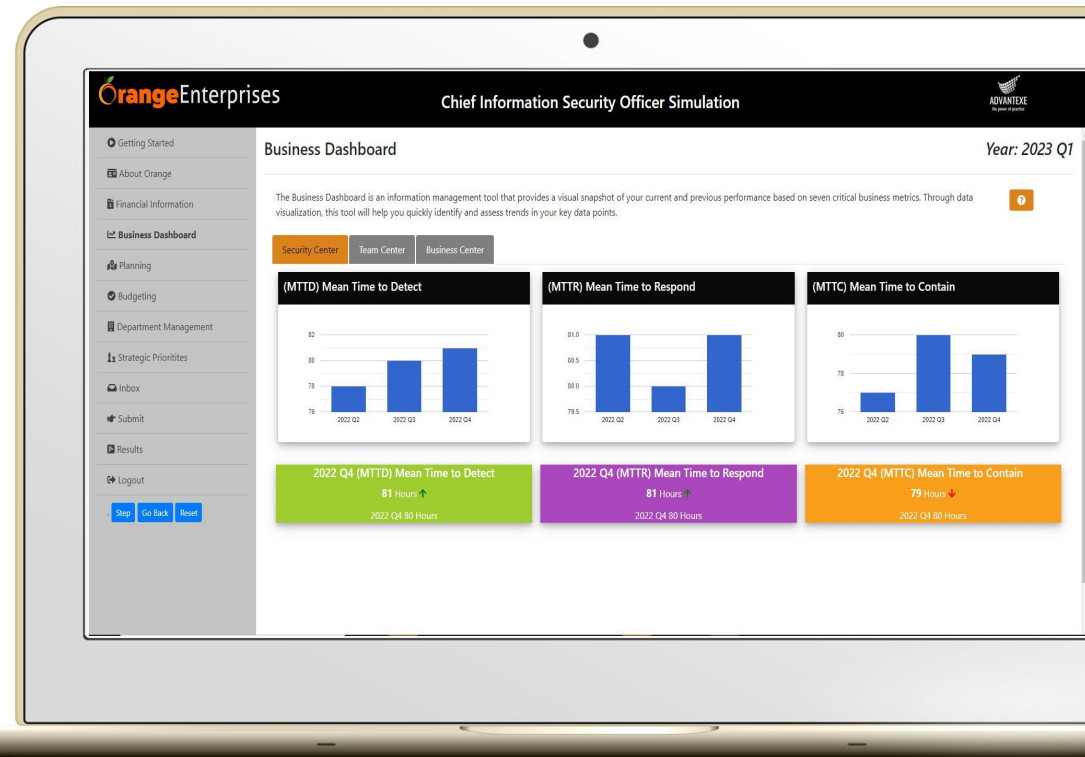
A D V A N T E X E

An interactive learning workshop designed to develop business acumen skills to engage in executive business dialogues



91% of Business-to-Business (B2B) sales professionals are more successful when they can effectively speak the language of business to help customers address complex business problems.\* However, too many sales professionals lack the skills to develop solutions that address the financial challenges and opportunities faced by their customers.

This area is where Advantex can help to power your sales organization to success. In response to the rapidly changing business environment where new skills are required for success, Advantex offers a portfolio of sales training solutions that focuses on building the **business acumen skills** needed by today's sales professionals. Business acumen training equips your sales professionals at all levels with the necessary skills to better understand your customers from a business perspective.



\* Databook, the pioneer and leader in Strategic Relationship Management



## How it Works

Advantexe’s Business Acumen for Sales Professionals is a dynamic two-part learning experience that combines facilitated learning, self-paced eLearning, role-plays, and a hands-on industry-specific digital business simulation.

In part one of the program, participants *learn about their customer’s business by running their customer’s business* in the interactive business simulation. The simulation enables participants to understand their customers at a deeper level. Learners take on the role of the senior leadership team responsible for setting their customer’s business strategy and executing it by making operational decisions in the simulation. Learners can immediately experience the effect that their decisions have on the performance of the simulated company.

After playing the simulation, learners switch roles to become a sales executive. In interactive role-plays, they use the simulation’s results and financial data to engage in business dialogues to position the business value of their solution.

## Learning Focus

Business Acumen for Sales Professionals helps learners to better understand the systems of business. The core learning focus includes:

- Understanding a customer’s business strategy
- Comprehending a customer’s financial position and key metrics
- Developing the skills to engage in business dialogues with customers rather than just product conversations

## Audience

Business Acumen for Sales Professionals is the perfect fit for any customer facing employees including:

- Field Sales Representatives
- Business Development Personnel
- Account Managers
- Territory Managers
- Sales Managers and Leaders
- Customer Service Representatives
- All Marketing Professionals

## Delivery Options

Business Acumen for Sales Professionals is a flexible program that can be configured for both in-person and virtual delivery. Advantexe can provide one-half day to full-day programs. The program can be integrated into an existing training program or meeting. A sample agenda may look like this:

Time	Agenda
15 min	Welcome
45 min	Introduction to Financial Management
120 min	Simulation Year 1
15 min	Break
30 min	Group Debrief Year 1
120 Min	Simulation Years 2 & 3
120 min	Role Play – Use simulation data to practice selling skills