



Selling with

When you need to unleash the sales and marketing potential within your organization *your Ears*

Do you want to win the order as well as a loyal customer? Strengthen your company's competitive advantage with Celesta™.

Put Knowledge to Work for You

In today's fiercely competitive market, knowledge about a prospective client's needs and preferences, as well as how your company is perceived against the competition, is vital in order to win new business.

Celesta™ can help all employees—whether in sales or support positions—understand the importance of listening to the customer's needs and using that information to help shape presentations and position the company as the clear choice in the eyes of the customer.

During Celesta, participants form competing teams and attempt to win a prospective “customer” comprised of 21 individual decision makers, each with different views, values and level of influence. To simulate real-life

constraints imposed by time and budgets, each team can select only seven of these decision makers from which to receive information.

The challenge builds over a period of six to eight hours as the teams try to “sell with their ears” by listening to the customer's needs, understanding how the customer makes decisions, and using the information about known competitors' strengths and weaknesses before presenting their proposal.

Knowledge about a potential customer's needs and how they perceive you against the competition is vital

The moment of truth arrives when the prospective client reveals its decision-making process the strategic direction it plans to take, as well as the preferred criteria on which it judged your company and your competitors.

During Celesta, participants learn to:

- Identify the key players in a prospective organization
- Interpret information about a customer's purchasing behavior and preferences
- Identify prime competitors and assess their market positions, strengths and weaknesses
- Leverage the knowledge they have about the client and the competition to create a winning proposal

*Learn to listen to the customer...
and shape your presentations so you
are the clear choice*

Learning That Leads to Results

Participants are given the opportunity to explore their decisions and determine what they did right or wrong, in the process which makes Celesta effective as both a pre-sales planning tool as well as as post-sales evaluation tool, helping people understand why they won, or lost, new business.

The simulation also provides an opportunity to transfer new knowledge and skills into effective sales and marketing activities, encouraging participants to generate new ideas for their own company.



Discover for Yourself

Improve your sales presentation skills today!
Call your Celemi consultant for a demonstration
or more information. Celesta is available in two
versions: Business-to-Business and Health Care.



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