CI for Sales and CS: Training exercise

Training exercise

🚹 About this resource

Self-serve resources like battlecards are a great start, but we also need to give our teams a chance to practice their skills in a low-stakes environment.

Yes, sales role play can be awkward. But would you rather practice with a friendly face who's here to give you feedback, or practice on your \$125K ARR account?

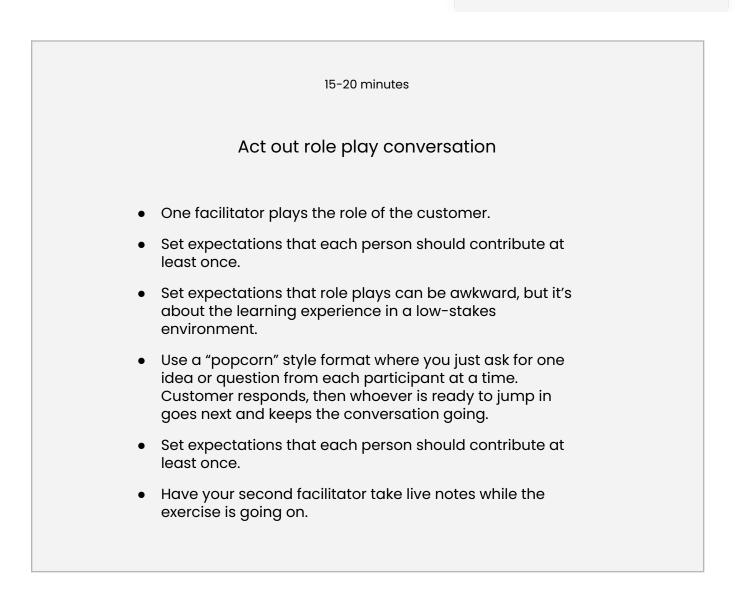
I recommend running this at the single team level, with 6-12 participants. Try to have two facilitators for this exercise: One to play the role of the customer, the other to take live notes during the exercise.

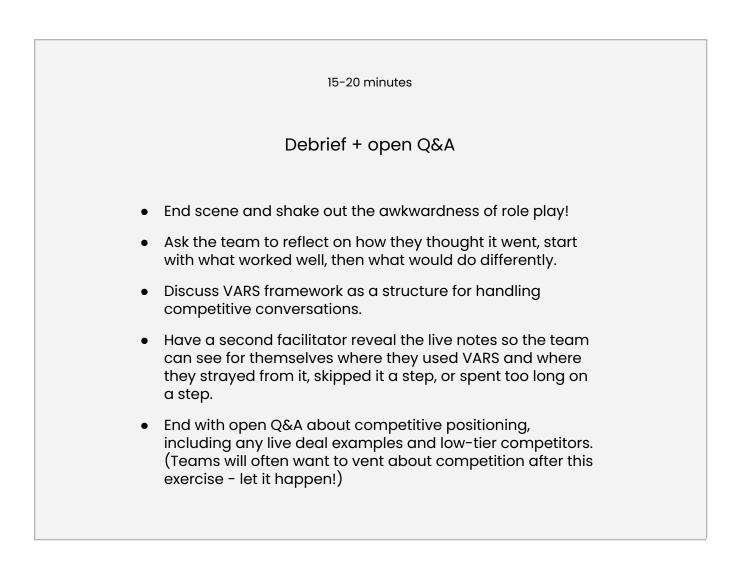
📚 Training exercise: Your lesson plan

10-15 minutes Introduce top competitors and key ideas for differentiation • Facilitator presents this content as a set up to the exercise • Hold off on questions for now - make sure you get to the exercise with plenty of time

	5 minutes
	Set up role-play scenario
•	Show a slide with a real (or realistic) customer scenario Include relevant details such as: Customer persona Vertical Buying stage Competitors under consideration

5 minutes
Team uses battlecards to prepare for the role play conversation
 Tip: Play some instrumental music in the background by selecting "Share computer sound" when you share your screen in Zoom!





P.s. We've got a whole course on <u>Sales Enablement</u>, too.