



ÖKONOMIKUS™ sales

Improve strategic sales and channel management skills, enhance product/sales teams, sales territory alignment.

PREFACE

ÖKONOMIKUS™ sales is an intensive simulation. Each participant acts as a sales director within a sales and distribution company that operates in four sales regions selling several products. Individually, the primary objective of each participant is to manage their own sales region or market segment as successfully as possible and achieve personal sales targets. As a team, however, the sales directors must also meet the company's overall sales target as well as achieving strategic objectives, such as market penetration, market leadership, product leadership and/or optimum market positioning. Furthermore, the participants need to achieve these objectives in a highly competitive environment as they face a competitor in each of the regions/segments they operate. These competitors start with the same strength and capabilities and are all determined to reach their own objectives and win the competitive rivalry.

LEARNING OUTCOMES

This challenging workshop will allow participants to:

- Develop a sound understanding of the "big picture" of corporation's sales and marketing strategies
- Improve their strategic thinking/strategy implementation capabilities
- Improve their understanding of sales related expenditures and the contribution margins; and hence deal with cost pressures in a timely and appropriate manner
- Understand the role of sales teams in providing their corporation the competitive edge
- Create strategic alignment with their corporation's overall strategy as well as understanding the significance of sales team alignment for ensuring healthy bottom line results
- Enhance their coordination and cooperation skills and teamwork





Market



Input



Simulation overview Decision parameters Market strategy
 Decision parameters Market Positioning
 Decision parameters Marketing and Sales
 Decision parameters Financial Management
 Decision parameters Human Resources

METHODOLOGY

ÖKONOMIKUS[™] sales is an experiential learning tool. During a strategic sales management workshop the participants:

- Run a model company for a number of simulated business years
- Get an introduction to the basic concepts of accounting and finance
- Develop a strategic sales plan for their company
- Undertake the sales and marketing management process of this simulated company
- Develop sales team capabilities
- Evaluate the company's financial statements, cost structure, and the overall financial health on a continuous basis
- Undertake all these in a competitive market environment and intense cost pressure

AUDIENCE

- Non-sales managers
- Management trainees
- Strategic decision makers
- Internal sales trainers and workshop managers

APPLICATION

- 2 - 3 day workshops for 2 - 4 person teams
- 4 - 6 teams competing for markets in each workshop
- Multiple workshops up to 240 people
- 6 - 8 simulated business periods in 16 hours
- Development of customized scenarios on demand

LANGUAGES

- English
- German
- Chinese
- Turkish
- Other languages upon request
- Sales people and sales managers of all levels

