



“Stay  
competitive  
and improve  
performance  
in changing  
times”



**Silega Navigator™**

Get higher ROI on your sales and marketing training  
by simulating 4 business years in just 5 hours.

**Sales Growth**



# Silega Navigator™

Sales Growth



# 96%

of Silega Navigator™ participants say they are using the ABC System® incorporated in this program in their regular day-to-day activity.

## The experience:

Twelve companies are competing to gain market dominance, develop outstanding relationship with customers and increase



profits. During the 4 years of simulation, they have to define sales and marketing strategy, target and sell to customers, optimize resources, explore new market opportunities, create a strong brand and reputation, and get most out their people and processes. The winner will be the team with major growth in profit, revenue and reputation at the end of the activity.

Participants have to deal with fierce competition, tight resources, changing customer requirements, different market niches, lack of sufficient information, time pressure and expectations from stakeholders and top management.

## Main objectives:

Silega Navigator™ was designed to address the specific challenges most companies face nowadays:

- Find new ways to improve both revenue and profit in changing economy
- Understand better customer's needs and improve both internal and external customer service
- Develop essential competencies and improve the bottom line
- Focus better people's activity and increase efficiency
- Make sales management, processes, and systems more effective
- Improve alignment between different departments (sales, marketing, and operations)
- Develop outstanding relationships, ongoing communication and trust
- Inspire sales force and service personnel, and create a sense of urgency
- Align sales with customer service, manufacturing and finance

## Key learnings:

- Develop competitive advantage on the market
- Sell at higher margins and find a new

product or service niches

- Better understand customer behavior, needs and purchasing preferences
- Analyze Key Performance Indicators (Balanced Scorecard, Financial Indicators) related to sales and marketing
- Develop an effective plan and forecasting model that can be used as a daily guideline
- Practical ideas on how to develop a penetration and retention strategy for each prospects
- Balance short-term profit and sustainable long-term value, and stakeholder confidence
- Optimize sales and marketing strategy, pricing, value proposition
- Negotiate with customers that your company cannot afford to lose
- Develop the most critical product skills, strategic skills, and interpersonal skills

## Typical applications:

- Sales and marketing training
- Customer service training
- Conferences and seminars, including annual meetings
- Product launches and kick-off meetings
- Assessment center

## Practical details

### Format

Business Simulation

### Number of participants

From 10 to more than 200

### Participants

Sales directors, sales managers, account managers, territorial sales managers, salesforce, marketing managers, areas that have interaction with customers, customer service managers

### Duration

5 to 8 hours

### Versions

Manufacturing, Retail, B2B, Services, Financial, Pharmaceutical

### Competencies

Business Acumen, Customer Focus, Decision Making, Functional Skills, Negotiating, Planning, Problem Solving, Process Management, Drive for Results, Strategic Agility, Managing Through Systems, Building Effective Teams