



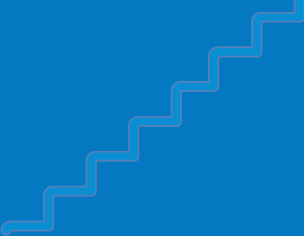
Know how – show how!

Educational business game



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Relax and learn



“Know how – show how!” is an educational practical skills’ game that motivates the seller to get to know a client’s needs, helps the seller to master the methods that help to learn those needs more effectively, as well as to use the information obtained in order to formulate the offer to the client. The participants of the game need to collect winning points, while effectively learning about the needs of the clients and make an offer based on those needs. In addition, the sellers gain several other skills that are necessary for conducting a successful selling negotiation.

The game is designed as self-educating; therefore, an organization that acquires this game, acquires in fact an easy-to-use tool-training, which can be conducted by any employee of the organization, who simply gets acquainted with the rules.

Principal results of the game “Know how – show how!”:

- The participants of the game learn the techniques necessary to get to know the clients’ needs
 - The participants of the game learn to listen to the client
 - The participants of the game learn to focus on finding out the clients’ needs as opposed to guessing those needs or forcing their own opinion upon the client
 - The participants of the game learn the skills of how to base their offer on the client’s needs
 - The participants of the game receive honest peer assessment of their selling abilities
 - The participants of the game adopt from each other the most effective solutions to various selling situations
 - The number of the client objections during the selling negotiations decreases
 - The number of successful selling negotiations and closed deals increases
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How the game “Know how – show how!” is played:

The game closely simulates real life situations. The game participants’ task is, while representing their organization, to get to know the clients’ needs and, based on those needs, to make an offer to the client. The sellers’ abilities to listen to the client and to adjust to him, to find out the needs and to come up with the best offer, as well as the sellers’ abilities to apply the techniques suggested by the game are evaluated. In the course of the game, the participants learn to adjust to the client, to ask correct questions, to learn the needs and understand them, to test the client’s readiness to make a purchase, and to make an offer. The winner of the game is the participant, who does all of the above more successfully than the others. Incorporated in the game is also the peer review mechanism, which ensures an easy exchange of skills and knowledge between the participants.

Practical application of the game “Know how – show how!”:

- The game is used to shift the attention of the seller from forcing his own opinion on the client to learning about the client’s needs
- The game is used both to educate new sellers and to refresh the skills of experienced sellers
- The game is used to increase the number of successful selling negotiations
- The game is used as the basic training of the sellers.

Details of the game:

- The duration of the game – 4-5 hours
- The number of participants – one set of the game is designed for 2-12 people

