



Cold Calls!

Educational business game

2016



Relax and learn

Educational business table-top game “Cold-calling”

“Cold-calling” is a practical educational game, during which sellers practice to negotiate meetings with new clients more effectively. The participants of the game need to collect winning points, learn how to talk effectively during meetings with clients and use the techniques, included in the game.

This is an educational game; 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 and advantages of the game “Cold-calling”:

- Participants of the game gain valuable experience in using “cold calls”
- Participants of the game acquire techniques that allow them to effectively negotiate meetings with clients
- Participants of the game receive significant motivation for making “cold calls”
- Participants of the game receive honest peer assessment of their ability to make “cold calls”
- Participants of the game adopt from each other the most effective solutions to various situations
- The fear of making “cold calls” is reduced
- The number of arranged meetings increases



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Where the game “Cold-calling” takes place:

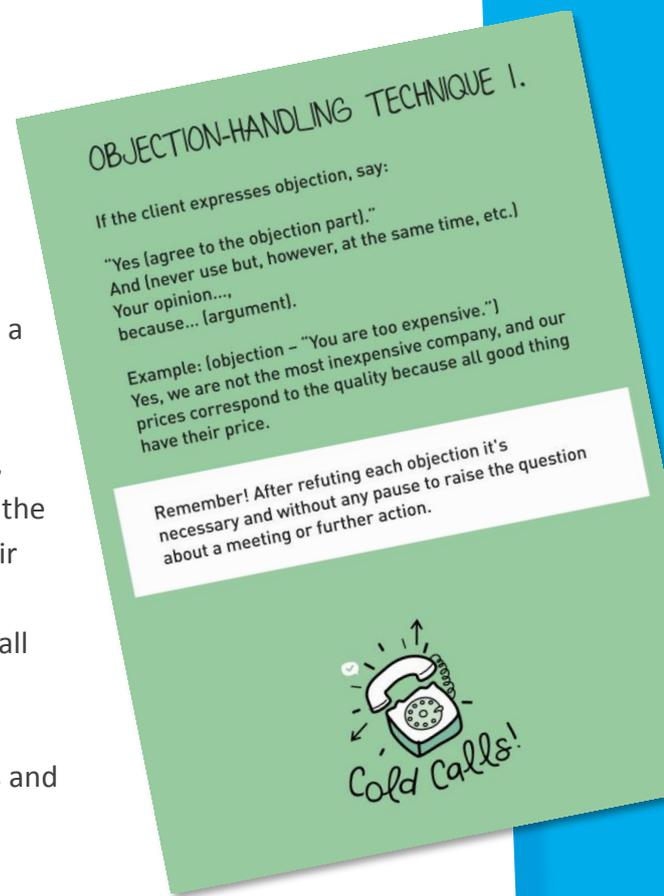
The game simulates real life situations. The game participants’ task is, while representing their organization, to call new clients and to try to arrange a meeting with them. Their natural communication skills are evaluated, as well as their ability to use the techniques suggested by the game. During the game, the participants learn to adapt to the client, carry on the conversation, respond to objections and manage their attitude towards the client and the conversation. 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 “Cold-calling”:

- The game is used to educate new sellers
- The game is used to refresh the skills of experienced sellers
- It’s recommended to use the game if the number of cold calls made by the sellers decreases, as part of the motivational tool
- It’s recommended to use the game if the cold calls made by the sellers have become less effective

Details of the game:

- The duration of the game – 4 hours
- The number of participants – one set of the game is designed for 2-12 people
- The game is designed so that it can also be effectively used by those organizations that already have worked out their own calling model.



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