



*Know how – show how!*

basic

Business Game-Training

“Know how – show how!” (basics) is a practical business game-training that improves customer service basic skills, train the objection and complaint handling techniques. The game also motivates to identify the client’s needs, by using need identification methods suggested in the game as well as close the deal. Participants of the game need to collect winning points while effectively serve the clients, learning about their needs and closing a deal. The employees also train additional selling skills.

This game is an easy-to-use training which can be conducted by any employee of the company who simply gets acquainted with the rules.

### “Know how – show how!” (basic) principal results:

- The participants of the game learn the techniques necessary to identify the clients’ needs
- The participants of the game learn to listen to the client
- The participants of the game refresh and improve their customer service skills
- 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 and customer service situations
- The number of the client objections decreases
- The participants train additional selling skills



## How the game “Know how – show how!” (basic) is played:

The game closely simulates real life situations. The game participant's task is, while representing his company, to get to know the client's needs, to answer to different client's questions as well as to close the deal (request a purchase), offering additional product. There is also a line simulation opportunity (optional), that helps employees to gain experience and learn to control emotions in a stressful situation.

The employee's abilities, to listen to the client and adjust to him, to find out the needs and request a purchase, to solve complex situations as well as the seller's ability to apply the techniques suggested by the game, are evaluated. The winner of the game is the one 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 participants.

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

- The game is used as a basic training for the customer service specialists
- The game is used to improve sales skills
- The game is used both to educate new employees and to refresh the skills of experienced ones
- The game is used to increase the number of successful selling negotiations and clients' satisfaction

## Details of the game:

- Game duration – 4 hours (line simulation expands the game duration)
- Number of participants – 2-12 people (1 set of the game)

