# SALES SIMULATION TRAINING

Sales simulation is an increasingly used tool that allows sales personnel to practice sales closings and customer relationships through realistic scenarios in which they require role plays acting as salesmen, and facing situations with different customers.

## Sales simulation functions.

Training staff in sales through simulation has different functions, since it allows participants to prepare and practice their presentations prior to meeting with real clients, there are companies that use sales simulation in their candidate selection processes, to Know their communication skills when choosing them.

In companies there are countless specialized products such as insurance policies, cars, etc. such company-specific products that must be known by the participants through the simulation.

## Examples of sales simulation training.

There are different types of both products and sales processes, which need a certain type of sales simulation, many sales simulation training programs use scenarios with video representations, because these allow them to acquire presentation skills, on the other hand, there are simulations that use audition process scenarios, which are used during telephone sales interviews to assess how prospects perform during a sales call after reading a prepared sales script.

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### Training simulation sales objectives.

The objectives of this type of simulation is to offer participants a safe environment in which they can practice and make mistakes while performing, and that there are no consequences and effects for the company, but rather learning, for example, if a seller makes a mistake during by simulating a sales presentation, the instructor can provide feedback on your performance and help you improve your methods, as well as correct any other mistakes you are making, such as inappropriate language, or an incorrect approach, all of these errors in a real environment. of the company could mean a great waste of time, money, and customers.

### Disadvantages of sales simulation.

The simulation of sales can mean a great investment of resources for companies, especially when they are small or do not have much capital, since this type of training requires expensive training material such as simulation programs, in addition to simulator instructor's charges, since they require specific knowledge to operate and evaluate, in addition to requiring a large number of hours and days of classes for prospects to acquire and improve sales skills.

Another disadvantage is that because there are countless different situations in a sales process, although sales simulation training tries to cover all the possible scenarios that your salespeople will face, there is no training that manages to cover each of those situations that may arise, being in these cases experience one of the best methods to face these scenarios.

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Referencia

Hanks, G. (2020) Sales simulation Training. Chron. Recuperado de

https://smallbusiness.chron.com/sales-simulation-training-74772.html