

Navigating the Sales Trail

Sales Booster



Theme



Long-term sales success for any organization is driven by individual and team performance. Sellers will be out of their seats navigating tough terrain to discover how to work together with effective communication and cooperation skills. This fun, interactive activity challenges everyone to work as a team to overcome any obstacles that could keep them from success.

Approximate Preparation Time

- 20 Minutes



Materials



- No flip charts are required
- Masking Tape or Painters Tape (blue or tan will work)
- Snakes represent the competition. Snake graphics are supplied on page 3. Either copy the graphic on 8½"x11" paper or use other items such as pipe cleaners or strips of colored paper to represent the snakes.
- Life raft graphics are supplied on page 4, or use 8½"x11" color paper to represent the life rafts. Total life rafts needed are one less than the total number of sellers per team.
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- There are no flip charts needed. Set the room without tables, move chairs off to the side.
- Before participants arrive, place two long strips of tape (15-20 feet long if possible), approximately 30 feet apart on the floor. The space in between the lines will represent the trail.

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Success Set-Up Tips - continued

- Place the paper snakes on the designated trail area.
- Determine the number of sellers on each team. If you have more than 10 sellers, divide into smaller teams of 5 or 6. For 9 or less sellers use only one team.
- Life rafts will be distributed to cross the water hazard on the trail. Not everyone will get a life raft. For each team, distribute one less life raft than there are team members.
- The sales booster leader offers NO assistance, ideas, advice etc. The leader of the sales booster's role is to monitor and remove life rafts when the rules are broken.
- In the Navigating the Trail debrief, there are 9 possible debrief questions. There may not be enough time to ask all 9 questions. Highlight at least 4 questions to ask.

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Time	Session Outline	Dynamics	Visual
	Opening Today we are going to participate in the Navigating the Sales Trail exercise. It is fun and has a purpose that we will discover in the next half hour.	Large Group 	
	Navigating the Sales Trail Exercise You may have noticed that there is tape on the floor. There are (insert number) total sellers here today. We will have (insert number) teams. <i>If there are 10 or more people add:</i> Please count off in 2's for selecting our teams. All of the 1's go to one end of the trail marked with the tape, and the 2's go to the opposite end. Thank you. In sales, we are more successful when we follow a trail or process. Why? <i>Possible responses:</i> • Gives us a path to succeed • Keeps us focused and on track • It's easier to know where to go when you know where you're starting from • It acts as a roadmap, providing direction The space between the two lines of tape represents the sales trail of success. Sometimes we run into barriers or obstacles that we need to work through or overcome to get to the end of the trail. For this activity, the obstacle is that our competition has broken the dam we built to keep them out. The trail ahead has flooded and is full of water snakes - the competition - that are biting at our heels and trying to keep us from getting back on the path to the sale. Your goal as a team is to navigate your entire team through the snakes and water to get back to the dry trail.	Large Group 	Tape, Snake and Raft Pictures 

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Time	Session Outline	Dynamics	Visual
	4. As your leader, I am prepared to help! I have life rafts to keep you out of the water and away from the snakes. Unfortunately, our resources were cut and I don't have a raft for each of you today. I will distribute the rafts after we review the rules of this activity. 5. The rules for navigating the flooded trail are: - Each seller can only cross the trail on a raft. - Once a raft is placed on the water, someone must have physical contact with it at all times, or snakes will slither into it and it will be unusable. It will be removed and you will no longer have that resource. - There is no limit to how many people may use a raft at once. - No seller can have a body part in the "water" between the lines at ANY time. Feet must be held in the air or be "in" a raft. - If anyone touches the water without a raft, they have been bitten and must go back to the starting place. Their raft is also lost and removed. 6. I have rafts for your team, but we are short one raft for one of your teammates. (Give each team one less paper "raft" than there are participants. e.g. 5 participants = 4 rafts) 7. Teams start on opposite sides of the trail that is now flooded. The area between the tape is the snake-infested water. 8. The objective is to get your entire team across the water and to the other side of the trail safely and faster than any of the other teams. 9. Begin	Large Group 	Tape, Snake and Raft Pictures 
	Navigating the Sales Trail Debrief In this exercise there were actions that helped and actions that held you back. Let's debrief. (Select the questions that are most relevant to your team within the allotted time)	Large Group 	

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Time	Session Outline	Dynamics	Visual
	• What happened? • What was your strategy? • Did you spend more time on your strategy at the beginning, or did you get started with the first idea? Why did you go with that idea? • Did you change your plan mid-water? Why? • Did anyone have an idea you didn't share? • How would you do it differently if you had the chance? • What worked well? • What did you notice about your teammates' behaviors? • What traits were exhibited? • What traits would you have liked to see but didn't? • How does this exercise relate to how we work together in our sales team? • How does this exercise relate to how we work with other departments within our organization? • What did we learn from this exercise that we want to be sure we are incorporating build the best sales team and team environment? What additional thoughts or comments do you want to share about this activity in relation to our jobs?	Large Group	
	Success Achievement Plan Worksheet 1. Sellers complete the Success Achievement Plan worksheet. (Allow 3-4 minutes) 2. In pairs, please share the key team building idea learned today and the actions you will take to increase your success of being a beneficial part of the sales team this next week.	Individual Pairs	Success Achievement Plan Worksheet

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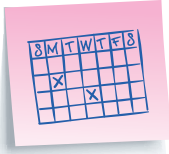


Time	Session Outline	Dynamics	Visual
	Closing Points In sales, when we run into an obstacle, many different ideas will work and may get us through. No idea is necessarily bad. Team members need to share suggestions so no possibility is overlooked. The same solution might not work for every team, and which solution is the most effective may be decided once you have experience. For long-term sales success we may need each other to work through obstacles that arise. Teamwork is the key to making good ideas great!	Large Group 	

Reinforcement tips



Navigating the Sales Trail



Reinforcing the Message

- First opportunity: 1 - 4 weeks later
- Repeatability: With 6 or more new hires



Facilitation Ideas

1. In the sales booster outline page 7, under Navigating the Trail Debrief, there are 13 debrief questions. For this sales booster, select any or all of the debrief questions that were not used. Use the questions to lead either table group or large group discussions.
2. Use the following questions to lead either table group or large group discussions:
 - What kind of floods have you had to navigate on your sales trail recently?
 - How did you use your life raft (resources) to get through it?
 - We identified some team building ideas. Which ideas have you put into practice?
 - Part of becoming a stronger team is recognizing each other for actions that contribute to the greater good or to another person. Who would you like to recognize for being a good teammate recently?
3. Each seller writes something someone on the team did for them or an action they observed that was good for the entire team. Collect all of the papers and randomly read one. After you read the first one, give the paper to that person and have them select the next one and read it. The person whose was read, now draws and reads the next one. Continue until all of the papers are read.

Next Sales Booster



- *Tribal Types* or *Think Like a Winner* found at www.30minutesalesmeetings.com

Success Achievement Plan



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One team building lesson I learned today is:

The Specific Action(s) I will take this week to be a beneficial part of the sales team:

The resources I may need to implement the Specific Action: (people, time, dollars)
