

## 'Brand' New Business – Creative Sales Opportunities Business Game

**Use creativity and sales skills to make a business successful in 50 different business scenario challenges.**

Elite Training's 'brand' new business creative sales opportunities business game consists of 50 different business scenarios, designed to challenge even the most creative and positive individuals to find ways to make businesses a success.

**Timing**

1 to 2 hours depending on numbers

**Numbers**

4 to 12 participants

**Who Will Benefit**

All staff involved in creativity and sales + students

**Computer**

Not required

**Licence Free**

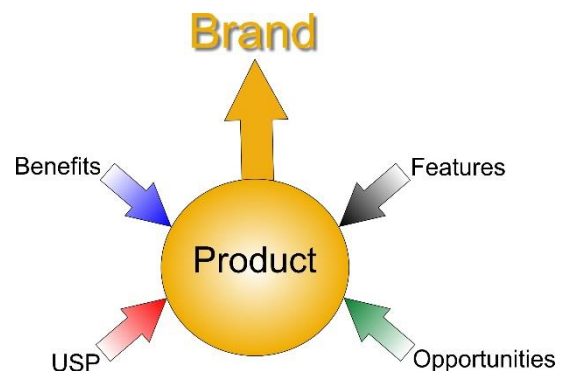
No restrictions on the number of times you can use this game

**Costs**

£199 + delivery and VAT (if applicable), or [contact us to facilitate & debrief for you](#)

**Purpose**

Today's business challenges mean that the difference between success and failure is more the attitude and creativity of employees than the business model adopted. If employees feel that what is asked of them is unreasonable, they are likely to be negative towards it, ultimately leading to poor business performance. In this creative sales business game, participants soon **learn and practise the benefits of being positive and creative, even in difficult sales situations.**



**How It Works**

'Left Over Stock Ltd' is a company specialising in selling goods and services that no other companies offer, to specific market sectors around the globe. The participants are company employees selected as having the potential to develop the business. They must demonstrate their business ability by showing the CEO how they'd **maximise the opportunity from sales.**

- Participants will face challenges far tougher than they'll experience in their real work place, encouraging them to **find creative, winning solutions** by applying key business drivers including:
  - The brand name to deliver their task under
  - Their product/service Unique Selling Points (USPs)
  - Clearly defined market opportunities
  - Convincing product and service benefits

- Individuals are challenged against each other, **articulating their creative thinking** and coming up with **ingenious solutions** to make their business work by providing original sales solutions – compelling propositions of their business product or service, to ‘stay in business’
- The competing delegates anonymously vote for the best businesses. People with the least votes are issued with a ‘Profits warning’ the first time and ‘Liquidation’ should it happen a second time. Upon ‘Liquidation’ they lose the opportunity to present, whilst continuing to vote on the other presentations. The game’s rounds continue until there is just one person left, the Sales Winner!
- In addition to encouraging creative thinking and seeking positive opportunities in dire adversity, this business game allows delegates to **learn from each other and develop their creative thinking, positive thinking and sales skills**

## Benefits for Your Organisation

- Greater understanding of components that lead to excellent sales and customer satisfaction
- Appreciation of the importance of identifying business benefits and Unique Selling Points
- Focus on positive opportunities, rather than restrictions
- Improved positive thinking, creative thinking and presentation skills
- Learning from analysis

## Supplied with the Game

- Trainer’s guide – full instructions on how to run the game and how to achieve the best results, including debriefing and sales guidance. This business game includes the following interactive challenges:
  - Individual business presentation game
  - Interactive debrief session
  - Rerun of the business presentation game using your company products/services
- Individual briefing sheet – for each delegate
- 50 sales tasks
- Profits warning cards
- Score sheets – to help the facilitator capture the evidence to support a thorough and evidenced debrief after the game

## Comments from 'Brand' new business – Creative Sales Opportunities

*“My group really enjoyed it and came up with some very creative ideas. Interestingly as well, there was clear development in their ability. In each round, their presentations of each requirement, improved upon their previous one.”*

### About Us

- For **over 20 years** we've been delivering excellent management training and personal development skills to businesses and public sector organisations across the UK
- Our trainers enhance the learning experience with our **high energy, results driven approach**
- Experiential learning with business games and training materials help participants acquire essential knowledge and skills through **active, self-reflective engagement** and enable them to remember the key learning points

### Why Choose Elite Training

- **Training Courses:** Skilled and experienced trainers that develop and understand your needs and deliver **enjoyable, tailored and cost-effective in-house training**
- **Business Games:** Fun and realistic, sold worldwide to use over and over again for quality development
- **Team Building:** Injecting training expertise, real-life examples and fun to draw out key learnings
- **Coaching:** Results driven executive and business coaching, creating environments where people develop and thrive, improving performance
- **Development Programmes:** Tailored and bespoke programmes, developing and inspiring leaders, supporting strategic objectives and business change

**To buy this game, licence free, click Add to Cart**

on the ['Brand' New Business - Creative Sales Opportunities business game webpage](#)

**To understand how Elite's business games will meet your objectives,  
or for Elite Training to run your business game,  
and/or tailor a team building activities to meet your needs contact**

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