

The Safari Park Sales Challenge

Our sales games enable participants to learn all elements of the sales process and practice their sales skills. This unique sales training game prepares buyers and sellers for the real world of sales; hey, it's a jungle out there!

The Safari Park Sales Challenge game is the ideal sales activity for a sales training course, seminar or conference, at any level of skill, experience or ability.

This exciting sales training game helps participants to experience:

- understanding your products and your marketplace
- pre-meeting preparation
- developing rapport
- questioning skills
- establishing customer needs
- overcoming objections
- closing the sale.



Teams of Buyers and Sellers receive briefing sheets which explain their situations and targets. There are also constraints: Buyers have limited funds and space to house the animals for their safari park; Sellers have to find the best home for the animals that they represent.

Buyers receive a Park Composition Sheet to help them plan their ideal Safari Park. They are free to create whatever park they desire, but it must be an interesting, exciting and self-sustaining park with adequately housed and well cared for animals.

They must also ensure the animals are well treated and as far as possible live in their natural surroundings. They will actively support conservation of threatened species and habitats, locally, nationally and internationally. They will also facilitate and initiate research that contributes to species conservation and the welfare of animals in their care.

Sellers have to look at the needs of the sellers, then the features and attributes of the animals they represent and develop them into benefits for the Safari Park. They are free to choose how they sell and whether they try to sell both types of animal that they represent.

Buyers and Sellers meet face-to-face three times: to develop understanding and to sell and buy animals which will help to create a fun, interesting and successful Safari Park.

This sales training game is an ideal way to either bring together all the points taught in a longer sales training course or to introduce all elements of the sales cycle to those new to selling. It also is a great sales training activity for the more experienced salesperson; to refresh those sales skills and remind salespeople of all the elements of sales that they now use every day.

After all of the sales meetings buyers and sellers can reflect; not only on their individual performance but on whether they have built an interesting and sustainable Safari Park.

The Park Composition Sheet is then used as a structure for the debrief.

What to do

1. Introduce the activity
2. Divide the group into teams of Buyers and Sellers
3. Issue Team Briefs and Preparation Forms
4. Allow participants to select the animals that they will represent
5. Oversee the meetings, observing the teams in action
6. Record sales made and agreements reached
7. Offer animals from charities to further stock the Safari Park
8. Lead a debrief on the issues raised, relate back to the workplace and remind participants of the key learning points.

Part of the Briefing Notes for the Buyers

You are a director of a company that is setting up a Safari Park and authorised by your government to buy animals for the Park.

Your business plan is to build an interesting, exciting and self-sustaining park with adequately housed and well cared for animals.



Method

The facilitator will show you a pack of **Board Cards**; you must randomly choose one of these cards which will define the parameters and constraints under which you will operate. Apart from these constraints, you are free to create the park you want, as long as it is interesting, exciting and self-sustaining after the first year.

When you have a meeting with a salesperson they will be able to give you lots of details about the animal and let you know how visitors at other parks rate it (1 is poor, 5 is good). This rating shows you how exciting visitors find the animal.

Each animal is scored from 1 to 5 on its rarity (1 is not rare, 5 is endangered). The rarer and animal is; the more likely people are to want to visit your park to see it.

Part of the Briefing Notes for the Buyers - The Board Cards

Safari Park 1	The Safari Park Sales Challenge	Safari Park 2	The Safari Park Sales Challenge
Start Up Capital	\$1,194,000.00	Start Up Capital	\$1,194,000.00
Operating Budget	\$564,900.00	Operating Budget	\$731,000.00
Space Available	74 Hectares	Space Available	55 Hectares

Part of the Briefing Notes for the Buyers

A company is setting up a Safari Park and is authorised by your government to buy animals for the Park.

Experienced staff and advisors for the company will ensure their animals are well treated and as far as possible live in their natural surroundings. They will actively support conservation of threatened species and habitats, locally, nationally and internationally. They will also facilitate and initiate research that contributes to species conservation and the welfare of animals in their care.

The venue is being landscaped and the buildings are almost complete. The only thing left is to select and buy the animals that will be the main attraction.

The board of directors from the Safari Park have contacted several companies and organisations that may have suitable animals for them to buy and display. All these companies and organisations are authorised by your government to sell animals for such purpose.

Your company has a range of animals for sale and have selected you (and other salespeople) to meet the board of directors from the Safari Park.

You will need to select two different animals to sell to the directors and ensure that your animals are well cared for. Space in the park and the money available to the directors is limited, so take time to develop your pitch to make sure that your animal has the best chance of a place in the park.

Part of the Large Animal Fact Sheets



Chimpanzee by Chi King

Large Animal Fact Sheet 14

Rarity	1 (Not Rare) to 5 (Endangered)	1
Availability	1 (Easily Available) to 5 (Few Available)	1
Visitor Rating	1 (Poor) to 5 (Good)	5
Sponsorship Rating	1 (Poor) to 5 (Good)	5
Space Required	In Hectares (and Acres) per animal	0.4 (1)
Feed Cost	Per Week	75
Care Cost	Per Week	50
Lifespan	Average Life Expectancy in Captivity	50
Group Size	The ideal size of a group in captivity	10
Price	Per Single Animal	20,531

They live in family groups within larger communities and give birth (after a little over eight months) to one infant, or very occasionally, twins. They communicate with each other using vocalizations, hand gestures, and facial expressions.

The Safari Park Sales Challenge

This Sales Game enables participants to learn the following through experience:

- understanding your products and your marketplace
- pre-meeting preparation
- developing rapport
- questioning skills
- establishing customer needs
- overcoming objections
- closing the sale.

The Pack consists of:

- Trainer's Guide
- Buyers Briefing Sheets
- Sellers Briefing Sheets
- Safari Park Details for the Buyers
- Park Composition Sheet
- Large Animal Fact Sheets
- Small Animal Fact Sheets
- Charity Animal Details.

Timing: 2.5 to 4 hours (depending on the number of participants)

Numbers: 3 to 27 participants for each game.

Who: Staff at any level.

Computer: Not required.

Licence Free: When you buy this training material, there are no restrictions on the number of times you can use it.

Cost to buy: £495 + delivery and VAT (if applicable).

We will also run this game for you, please contact us for details.

For further information please contact:

**Liz Garrard
Training Co-ordinator
Elite Training European Ltd
3 Parkers Place
Martlesham Heath
Ipswich
IP5 3UX**

Telephone +44 (0) 20 3290 1473

**Email: liz@elitetraining.co.uk
Website: www.elitetraining.co.uk**