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# SALES TRAINING

## INTERACTIVE LEARNING TOOL

My responsibilities were:

- 🌱 Developed novel concept of an interactive game
- 🌱 Matched game components to core sales aid
- 🌱 Created assessment tool to gauge sales representative ability to handle objections



### Rules

- Representatives form teams of 4 players.
- Card deck 1 is shuffled and turned over (instructions not showing).
- The die is rolled by each. Highest number goes first.
- The first player rolls the die. The die tells how many cards are discarded (placed on the bottom of the deck stack. For example: If a 2 is rolled deck and the player deals with the
- Players continue in this manner until time is called.

### Sample Cards

#### RED SKETCH 3 POINTS

Without looking at the core sales aid, draw a graph comparing Tarka to Lotrel.

#### BLUE SOLVE 2 POINTS

Unscramble the letters "KAART" & "ELLROT" to name 2 antihypertensive agents and find 3 occasions on the Core Sales Aid where they appear.

#### GREEN ACT 2 POINTS

Using the CornerStone model, present an opening for TARKA to a current Lotrel prescriber.

### Scoring

Representatives hold on to their cards. As time is called, each adds up their points. The larger prize can be awarded to the highest score in each round (Part I and Part II).

### APPENDIX: Learning Game

This fun yet educational game is a spin-off of the extremely popular board game Cranium. Due to time limitations, this activity will be played twice (once in Part I and once in Part II) to minimize time spent explaining a new activity. However, separate card decks will be used during each part to focus the activity either on efficacy presentations (Part I) or objection handling (Part II).

### Game Components

- One die (dice)
- 2 decks of cards
  - Deck 1 contains Core Sales Aid content
  - Deck 2 contains Objection Handling content

Each deck has 5 different colored (index) cards denoting a different type of activity and point value:

- |          |                 |                              |
|----------|-----------------|------------------------------|
| • Red    | <b>SKETCH</b>   | 3 points {difficult}         |
| • Blue   | <b>SOLVE</b>    | 2 points {medium difficulty} |
| • Green  | <b>ACT</b>      | 2 points {medium difficulty} |
| • Yellow | <b>SING/HUM</b> | 5 points {difficult}         |
| • Purple | <b>ANSWER</b>   | 1 point {easy}               |

Naturally, the **ACT** card activities will follow typical role plays, and will contain scenarios to be acted out. DMs may however, wish to choose some of the more humorous activities to re-enact for a bit of comic relief. The **SKETCH** activities will determine if the reps are retaining key information or messages. The **SOLVE** activities require representatives to be intimately familiar with the Core Sales Aid. The **SING/HUM** activities keep this exercise very fluid and fun while reinforcing key messages. Since singing/humming is the most "unique" task, these questions are worth the most points. The **ANSWER** activities test the reps' knowledge and are very straightforward; hence, they are worth the least amount of points.