

*The Best Seller*



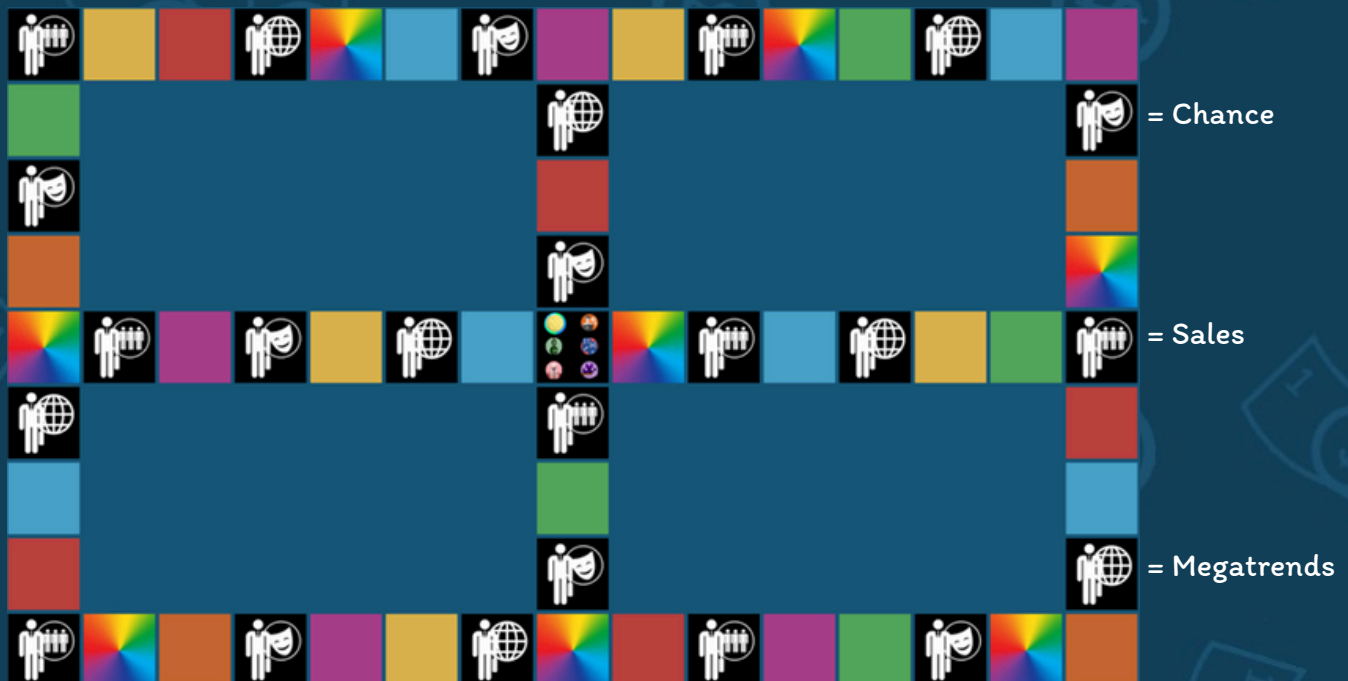
*ADSD Games, Inc.*

**HOW TO PLAY**

# GAME RULES (1/2)

## The Best Seller

'The Best Seller' is a board game in which up to 6 teams can participate, each choosing a business strategy, each with its own color: **Lunar**, **Top of the World**, **Safeline**, **Domino House**, **JYSK** **Telepartner** or **Klaphatten**. In addition, there is a moderator who creates the game and monitors the game and can give points. Each strategy has questions that relate to that strategy. For this reason the game board consists of these 6 colors. There are also 3 different category questions (Megatrends, Sales and Chance) and a rainbow box where everyone can answer a question. By answering the question correctly, points can be earned, which are awarded by the moderator. As a player, the aim is to score the most points. You do this by playing tactically and only landing on your own color, the rainbow space or the black areas.



## Duration

The game can be played in one go, e.g. one and a half or two hours. Agree in advance with all teams. The duration of the game is flexible, and not everyone can be expected to get through all situations and questions. Each gaming team decides for themselves how long they want to take to answer a question. A team finishes the game when everyone on the team has finished their "situation and question booklets." If a team gets caught up quickly, you may want to have an extra challenge ready for them.

## Points

Points are earned by participants giving good and reflective answers. The winning team are the ones with the most points. Consider whether the winning team should have a prize, it often increases motivation.

# GAME RULES (2/2)

## Pointmaster

Feel free to help the Pointmasters at each table so that they make fair point assessments. The role of the scoremaster is to ensure good answers so that the team can get the points that belong to the answer. Pointmaster must sit with ANSWER & PINT GUIDE.

## When in doubt

It is you as the facilitator who has the final say in case of doubts.

## End

In the final part of the game time, points are added up and the game's winning team is found.

## Gamification

Gamification means using game elements in connection with learning. "The Best Seller" is an educational game built around gamification, and contains classic game elements such as rules, progress, reward, time and storytelling. A very important part of the game is the social element. This means that people collaborate in teams and are in competition against other teams. It increases people's engagement and learning.

It is important that the "competition" does not overshadow the professional, and you as a facilitator can turn this up and down. Groups can react very differently, depending on composition and profile. You therefore decide for yourself how much weight you want to put on scoring, time management, selection of winner, purchase of prize, consequence of cheating, etc.

## Variety in the game

To create variety in the game, you can "interrupt" the game and give all teams a quick task to solve together in their game teams. Subsequently, they can explain the answer/result to each other.

You can "disconnect" the game one or more times. Don't tell them in advance that you want to interrupt them. You hand out f. E.g. 20 points for best answer.

When the game is finished, you can give all teams 10 minutes to reflect on the 3 most important points of the day/game, which will subsequently be presented in plenary.

## Programme proposal

Game intro – 10 min

Games – 45 min

Disconnection/fast task – from 10-40 min

Short presentation from each team in plenary – 2 min to each team

3 most important points – 10 min

Remember to take breaks indimellum



# STRATEGIES

## Lunar

- Electricity wholesaler
- International market
- +3000 employees, regionally divided
- Same CEO for 10 years
- Culture: Standardization and focus on customers buying online.
- Challenge: Customers want more services. Salespeople are challenged on professionalism.

## Safeline

- Produces safety equipment.
- European market.
- 70 employees.
- CEO for 22 years.
- Culture: Executes with great power. Selling through trust and relationships. Focuses on quality. Conducts very detailed negotiations.
- Challenge: The price. Competitors are rapidly developing new products with a short shelf life.

## Jysk Telepartner

- Creates telecommunications and software solutions for customer service departments.
- Home market
- 50 employees, regional capital.
- Brand new CEO, who comes from outside.
- Culture: Focus on market differentiation. Failure equals learning. Often hits the bull's-eye with new products and services.
- Challenge: Low risk appetite of customers. To take advantage of new products before competitors copy.

## Top of the World

- Pick-up manufacturer – for turntables
- High end customers + DJ's.
- Primarily the local market.
- 10 employees, in the capital city.
- CEO for 2 years.
- Culture: Taking care of the money.
- Challenge: Price not essential. But requirements for new development and low overall cost.

## Domino House

- Family-owned construction company.
- Sells mostly in the region, but has customers all over the country.
- 270 employees, located in the capital city. Brand new CEO, coming from outside.
- Culture: Thoroughness and zero-error culture. Everything must be documented. Long, detailed negotiations.
- Challenge: Family board, including former CEO, who has only prospered with him at the helm.

## Klaphatten

- Non-food discount wholesale.
- Home market.
- 25 employees, medium-sized provincial town.
- Owner-manager and seller since its inception 10 years ago.
- Culture: Sell through relationships and recommendations. Almost no online advertising. Sells on price and lightning release.
- Challenge: Procedure and strategy are driven by enthusiasm and fast quotes. Fighting against China/online sales.