Simulation Overview

Program Overview

This program contains a mix of learning techniques, including plenary sessions, instructor-led sessions, and a live simulation. Because many instructors and coaches have had experience with the first two techniques, the information below focuses on live simulations and how to execute them effectively.

What Is a Live Simulation?

Research indicates that when adults learn by doing, a skill is acquired more quickly, and retention of the new skill is high.

A live simulation is designed to replicate a real-time learning environment and engage the learner in a close approximation of actual work. It differs from a traditional case, where the learners and instructors discuss the situation and issues from an external perspective. In a simulation, the learners assume the actual roles of the parties involved in a sale.

Similar to a real project, a simulated project does not have a single "correct" answer. Participants are asked to weigh competing perspectives, make trade-offs, and justify their conclusions. The coaches provide feedback to the participants by describing real-world issues, consequences, and concerns related to their recommended solutions. They explore with participants new ideas and methods for solving problems.

Most of the time, the participants will remain in the simulation, playing their assigned roles while the coaches help facilitate. At other moments, coaches will take participants out of the simulation to answer process questions, lead facilitated discussions, or reflect on the learning during debriefs. These pauses in the simulation encourage participants to reflect on the lessons learned and consider how they would act differently on an actual job.

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This training simulation engages participants in a realistic on-the-job sale. It is an enterprise sale of a SaaS product for a global company, Gartner. In this fictional scenario, reps will work in teams of 4 as the North American rep assigned to Gartner. Participants will need to team, use all applicable systems, tools, and methods to prospect, pitch, and ultimately sell work at Gartner.

Along the way, participants will contend with tight timeframes, wrenches in the sales process and typical client obstacles and objections. During the simulation, participants will have 5 meetings with "Gartner employees" as they make their way through the Sales Stages/Process.

The participants will be grouped into teams of four and will collaborate together to strategize the account, create deliverables (such as model pitches and demos), prep for client meetings, and support each other's learning. For each of the five simulated meetings however, only one participant per team will actively lead the meeting. Coaches will notify the team member who

will lead the meeting immediately beforehand. This will ensure that all participants prepare thoroughly for an active role. Participants who are not leading the meeting will then observe and critique their team member's performance and offer constructive feedback (facilitated by the coaches) immediately afterward.

There will also be an opportunity to show mastery on the fundamental skills needed to sell.

For more details about the fictional engagement and the events that take place during the simulation, please refer to the Simulation at a Glance.