

Stakeholder Selling using Sales Nail AI Simulation (2-Day) **使用 Sales Nail AI 模拟进行关联者销售技能 (两天课程)**

课程概述 / The Concept

If you ever are involved in the more complex parts of Complex selling situations, you may face the following challenges:

当您处在现实复杂的大客户管理环境中，你可能会遇到以下挑战：

- Who are the key stakeholders involved
谁是关键的利益相关者
- What are the needs and priorities of each key stakeholder
每个利益相关者的诉求及优先事项
- How to reach out to key stakeholders and gain their buy-in
如何解除各个利益相关者并获得对方的认可

In Stakeholder Selling, you need to reach the right people, understand their needs, and influence their choices. You need to gain valuable insights into the customer's situation, desired outcomes, and preferences, while navigating complex decision-making processes, remove roadblocks, and expedite approvals.

在关联者销售中，你需要接触正确的人，了解他们的需求，并影响他们的选择。您需要深入了解客户的情况、预期的成效和偏好，同时驾驭复杂的决策流程，清除路障，加快审批。

This programme uses Sales Nail, an AI-powered simulation that compresses months of complex B2B deal experience into a single day. Teams compete through card-driven missions, uncovering real buyer maps, allocating scarce resources and rehearsing winning plays in zero-risk simulations. Live analytics expose gaps, forge a common sales language and lift win-rates. Reusable scripts scale globally, cutting ramp-up time, standardising process and turning strategic choices into repeatable revenue, while keeping learners energised, aligned and ready for the next big deal.

该计划采用 Sales Nail，一款基于人工智能的模拟工具，将数月复杂的 B2B 交易经验浓缩为一天的体验。团队通过基于卡牌的任务展开竞争，揭示真实的买家需求地图，分配稀缺资源，并在零风险的沙盒环境中演练制胜策略。实时分析揭示差距，建立统一的销售语言，提升成交率。可复用的脚本实现全球扩展，缩短启动时间，标准化流程，将战略决策转化为可重复的收入，同时保持学习者充满活力、目标一致，并为下一笔大交易做好准备。

The Sales Nail simulation will be customized based on actual cases to

resonate more with the participants.

Sales Nail 模拟演练将根据实际案例进行定制，以更好地引起参与者的共鸣。

Programme Schedule

Time	Day One
9:00 ~ 10:30	<p>What are some of the challenges you face when you need to deal with multiple stakeholders to win a sale? 当你需要搞定多位利益相关者才能拿到订单，你会遇到哪些挑战？</p> <p>Qualifying the right kinds of opportunities: 如何筛选合适的销售契机：</p> <ul style="list-style-type: none"> <input type="checkbox"/> Why qualify your sales opportunities? 为何筛选你的小手契机？ <input type="checkbox"/> What are the criteria of good opporunityies besides budgets and volume? 除了预算和单量以外，优质销售契机还需要满足什么标准？ <input type="checkbox"/> Exercise: Using a opportunity qualifying table to identify the better opporntinities 活动: 使用销售契机筛选表从各个方面格辨别契机质量 <p>Profiling Your Key Customers 了解你的关键客户</p> <ul style="list-style-type: none"> • Are they a Bargainer, Friend, Dictator, or Strategic Partner? 他们是否属于 讨价还价、朋友、独裁者 或 战略伙伴 等类别 • Does it mean that all good key accounts have to be Strategic Partner? 是否所有优质的大客户都必须是战略伙伴？ • How to deal with each type of Key Account? 如何应对不同类型的大客户？
10:30 ~ 10:45	Break
10:45 ~ 12:30	<p>What do different customer roles want from salespeople? 客户中的苛刻部门角色此昂从销售人员得到什么？</p> <ul style="list-style-type: none"> <input type="checkbox"/> Purchasing 采购 <input type="checkbox"/> Product development 产品开发 <input type="checkbox"/> Production 生产 <input type="checkbox"/> Project manager 项目经理 <input type="checkbox"/> CFO 首席财务官 <input type="checkbox"/> Top management 顶层管理者

	<p>Key business drivers 主要商务驱动力</p>  <p>Manage total purchasing expenditure and mitigate organizational risks 管理总采购支出并规避组织风险</p> <p>Quality, Costs and Delivery (QCD) 质量、成本和交付 (QCD)</p> <p>Productivity, process quality and responding to changes in specifications 效率、流程质量和对规格变化的响应</p> <p>Mitigate financial risks, compliance to regulations and improve financial performance 规避财务风险, 合规并改善财务绩效</p> <p>Strategic development of the company 企业发展战略</p> <p>Purchasing Manager 采购经理</p> <p>Engineering/ R&D Managers 工程或研发经理</p> <p>Operations/ Production Managers 运营或生产经理</p> <p>Finance Manager 财务经理</p> <p>Top Managers 高管</p> <p>Sales Nail Simulation Round One - Looking for suitable opportunities Sales Nail 模拟 - 第一轮 - 找寻合适的销售契机</p>
<p>12:30 ☐ 13:30</p>	<p>Lunch</p>
<p>13:30 ~ 15:00</p>	<p>Identifying the Economic Buyers and other Influencers 了解谁是出资买家、拥护者以及其他影响者</p> <ul style="list-style-type: none"> ☐ Definition of Economic Buyer and other buying influencers 出资买家及其他采购影响者 ☐ Who must you win over to win the sale? 你需要赢得谁的认可才能赢得销售? <p>Sales Nail Simulation Round Two- Identifying the key influencers Sales Nail 模拟 - 第二轮 - 找寻关键影响者</p>
<p>15:00 ☐ 15:15</p>	<p>Break</p>
<p>15:15 ~ 16:30</p>	<p>Sales Nail Simulation Round Three - Winning over your competition Sales Nail 模拟 - 第三轮 - 战胜你的竞争对手</p> <p>Debriefing of Sales Nail Simulations 点评 Sales Nail 模拟</p>

16:30 ~ 17:00	<ul style="list-style-type: none"> • Day One Wrap Up • Summary of Key Learning Points • Prepare for Day Two
	Day Two
9:00 ~ 10:30	<p>Winning the Sale with your Champions 通过 Champion 赢得订单</p> <ul style="list-style-type: none"> □ Champion vs Coach vs Helper Champion (拥护者) vs Coach (教练) vs Helper (帮手) 的区别 □ No Champion = No Sale 没有拥护者 = 拿不下订单 □ How to cultivate and develop your Champions: understanding their KPIs, priorities and challenges 如何培育、发展你的拥护者: 了解他们的 KPI, 优先事项及挑战
10:30 □ 10:45	Break
10:45 ~ 12:30	<p>Managing stakeholders 管理你的利益相关者</p> <ul style="list-style-type: none"> □ Activity: Mapping your key stakeholders according to their level of influence and level of support 活动: 根据利益相关者的影响力和支持程度绘制他们的关系图 □ How would the stakeholders' positions change in the coming months? 在未来几个月, 各个利益相关者的立场会发生哪些变化?
12:30 □ 13:30	Lunch
	<p>How to engage with the Economic Buyers 如何与出资买家进行深入脚轮</p> <ul style="list-style-type: none"> • What are the KPIs, priorities and and challenges faced by the Economic Buyer? 出资买家有哪些 KPI, 优先事项及挑战? • How to get the Champion's support to engage with the Economic Buyer 如何通过拥护者的协助与出资买家深度交流 • Do's and don'ts communicating with Economic Buyers

	面对出资买家该与不该做的事情 <ul style="list-style-type: none"> • Role Play: how to gain buy-in with Economic Buyers 演练: 如何取得出资买家的认可
15:00 □ 15:15	Break
15:15 ~ 16:30	Reflections and dialogues 反思与对话 <ul style="list-style-type: none"> • Write down your reflections individually 逐一写下你的思考 • Then find a partner and share your reflections 然后找一个伙伴，分享你们的思考 • Then share with the larger group 然后与大群分享
16:30 ~ 17:00	<ul style="list-style-type: none"> • Day Two Wrap Up • Summary of Key Learning Points • Evaluation

Objectives and Benefits 课程目标和学员受益

After this training programme, you shall be able to:
在本课程结束后，学员将能够 /

- 1) Identify suitable sales opprtunities and the respective stakeholders
识别合适的销售机会及其相关利益相关者
- 2) Work through the various stakeholders to win sales
通过与各利益相关方合作来赢得销售
- 3) Gaining the support of Champions to engage with Economic Buyers effectively
赢得拥护者的支持，以有效地与出资买家开展合作

Methodology 教学方法

This Workshop consists of a lively series of short participative lectures conveyed using plain uncomplicated explanations. Learning will be facilitated through exercises and case studies. Ample seminar materials will be given to participants to serve as a constant source of reference to them. Ample time will be allotted for group discussion.

本课程包含一系列生动翔实的参与性讲解，说明和解释通俗易懂，训练和案例贯穿始终，学员还会获得大量的讲座材料，作为日后的常用参考资料。讲座还将为小组讨论做出合理的时间安排。

Who Should Attend 谁该受训

This workshop is designed especially for sales people, managers and directors who would like to strategically grow their sales performance!

需要通过战略方针提高销售业绩的销售人员、经理及总监