

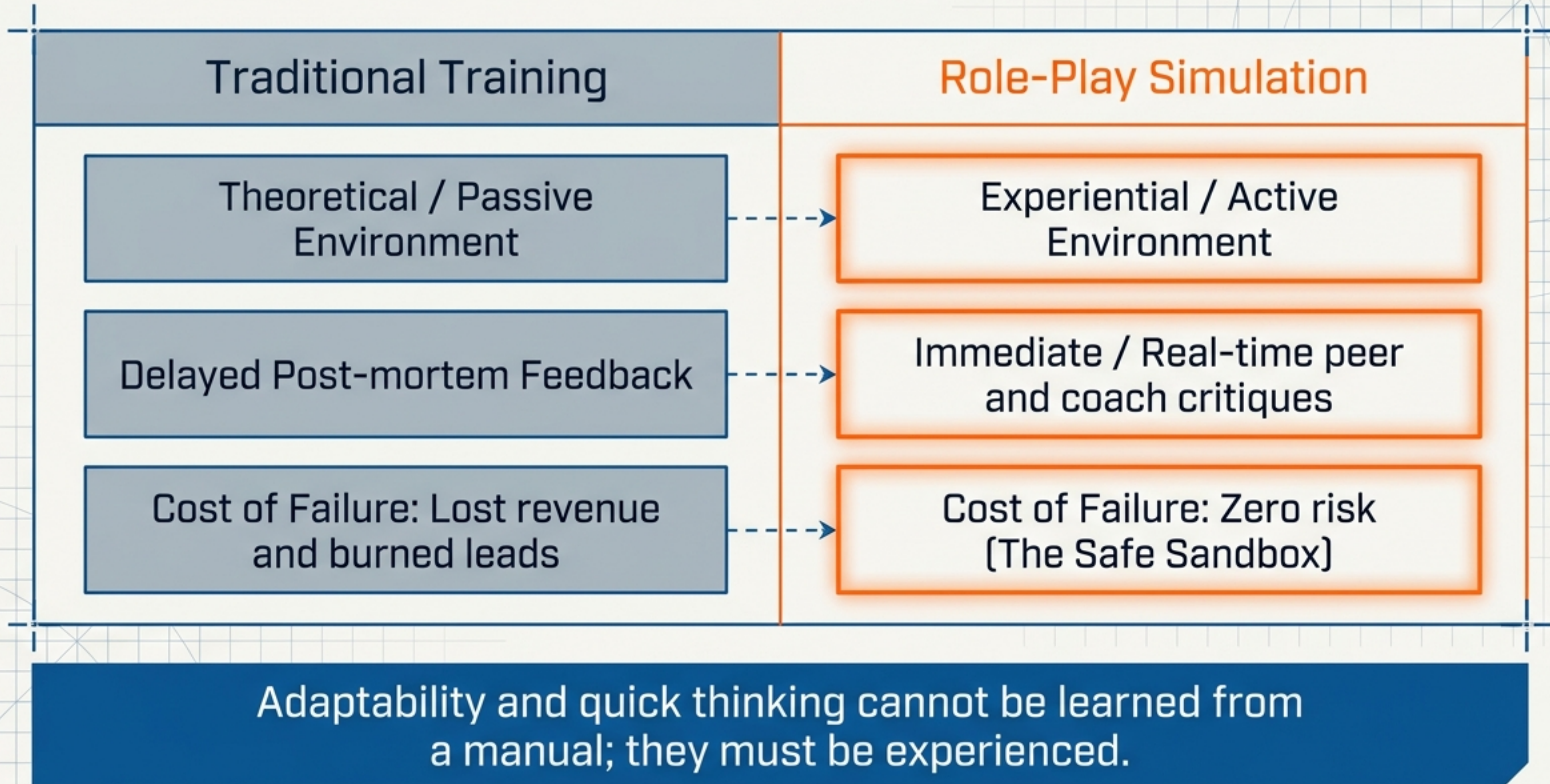
# The High-Performance Sales Simulation

Bridging the gap between theoretical knowledge and real-world revenue through experiential role-play.

A playbook for Sales Leaders and Enablement Managers to build resilience, emotional intelligence, and close rates in a controlled environment.

Based on insights from Mayuresh Shilotri

# The Training Paradigm Shift



# The 4 Pillars of Experiential Skill Development



## Confidence

Practicing pitches repeatedly until delivery is natural, encouraging reps to take calculated risks in actual interactions.



## Product Knowledge

Moving beyond memorization by forcing the practical, hands-on application of features and benefits to tailored customer segments.



## Emotional Intelligence (EQ)

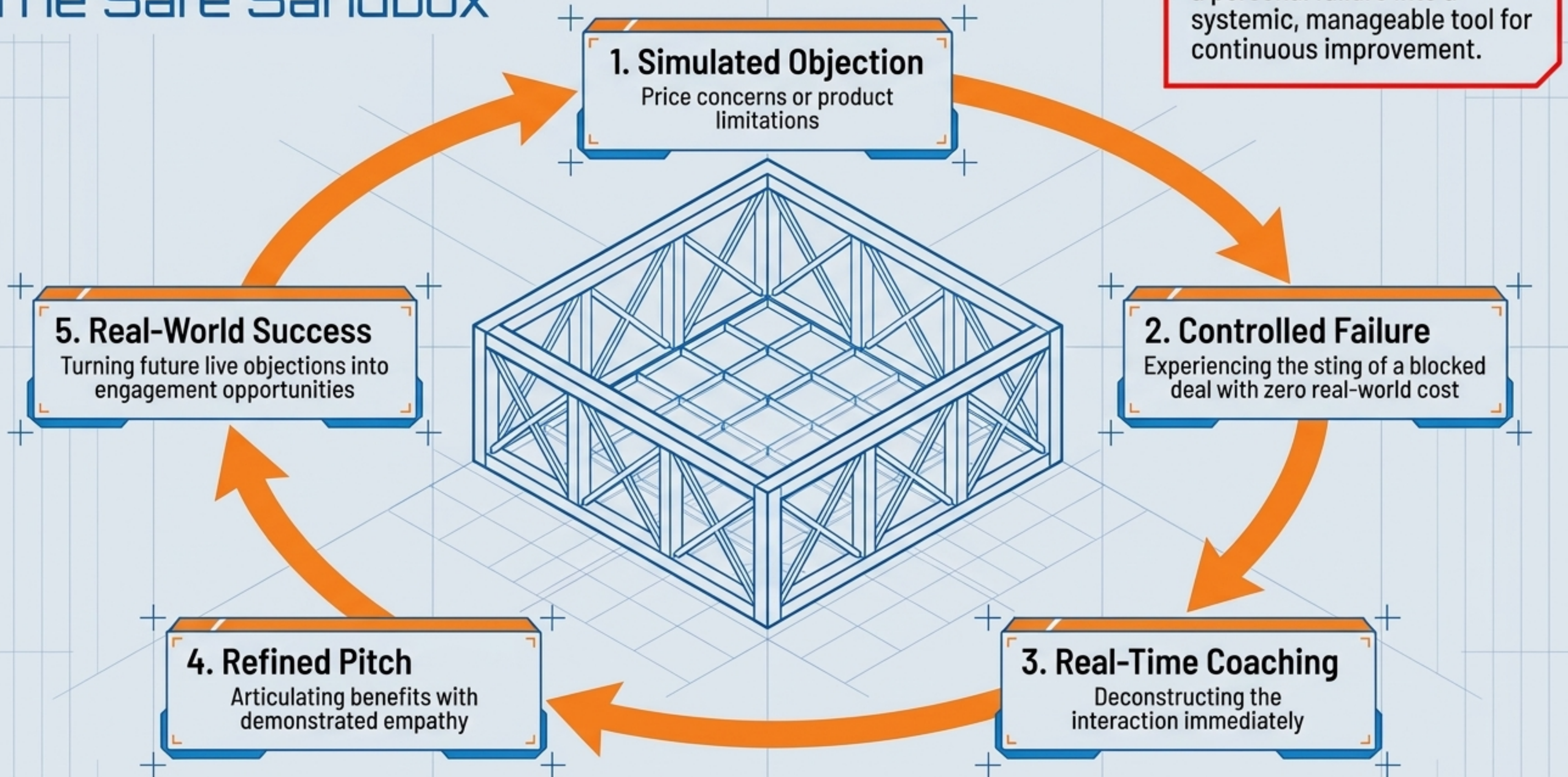
Navigating complex emotional dynamics, reading frustration or hesitation, and practicing empathy to resolve issues.



## Resilience

Repeatedly facing simulated rejection to manage emotional responses, viewing 'no' as part of the process, not a personal failure.

# Systematizing Resilience: The Safe Sandbox



# The Implementation Blueprint



Integration is key—role-play must be a regular, ingrained routine, not a one-off event.

# Tactical Plays for the Training Room



## The Video Capture

Recording sessions unlocks visual feedback—allowing reps to self-diagnose tone of voice and non-verbal cues they miss in the moment.

One participant executes while the room focuses solely on technique, body language, and communication style.

Observers provide immediate, relatable feedback, fostering team cohesion and a culture of continuous learning.

The trainer identifies individual strengths and specific struggles (e.g., closing techniques) for targeted follow-up.

# Scenario Mapping Architecture

## Scenario Architecture

### The Situation

### The Simulation Challenge

### Targeted Learning Outcome

Cold Calling (Top of Funnel)

Initiating dialogue and facing immediate brush-offs.

Overcoming initial resistance and delivering rapid value propositions.

Face-to-Face Meetings (Mid-Funnel)

Complex customer inquiries and skepticism.

Active listening, reading non-verbal cues, and thoughtful, empathetic response framing.

New Product Launch (Expansion)

Articulating unproven value to diverse segments.

Tailoring pitches and testing dynamic storytelling techniques before hitting the market.

# The Dynamic Coaching Diagnostic



## Theoretical Assessments

Static, delayed, and disconnected from live execution.

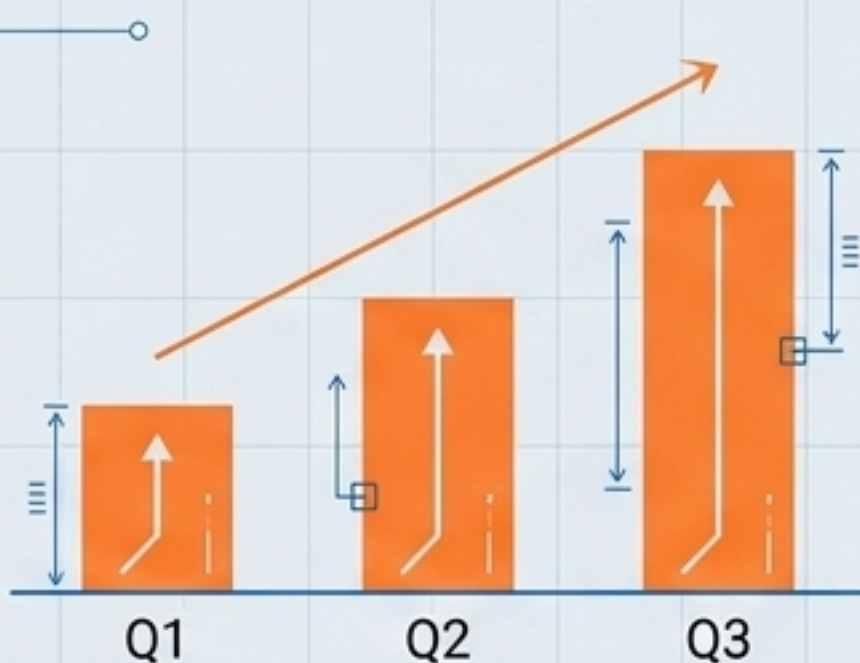


## Live Diagnostic Tool

- **Identify the Gap:** Coaches watch live demonstrations to pinpoint exact failure points (e.g., **fumbling a specific negotiation lever**) rather than relying on delayed CRM data.
- **Tailor the Fix:** Subsequent 1:1 sessions are custom-built to **drill the specific weakness** identified on the training floor.
- **Build the Culture:** Integrating live practice into regular feedback **normalizes vulnerability**, encouraging reps to embrace constructive criticism and **take ownership** of their growth.

# Measuring the ROI of Simulation

## The Hard KPIs (Quantitative)



### 1 Conversion Rate Deltas

Tracking individual and team win rates before vs. after implementing the role-play curriculum.

### 2 Time-to-Productivity

Measuring ramp time for new hires trained via simulation vs. theoretical onboarding.

## The Soft Metrics (Qualitative)



### 1 Confidence Scoring

Post-training surveys measuring how prepared reps feel to face specific real-world objections.

### 2 Application Interviews

Gathering field data on how successfully reps are deploying the tailored pitches and empathy tactics practiced in the sandbox.

# The Bridge to Mastery

**Theoretical Knowledge**

(Static, Untested)

**Practical Application**

(Dynamic, Revenue-Generating)

◀ **Experiential Role-Play** ▶

Confidence, empathy, and resilience are not innate traits—they are muscles built through deliberate, simulated practice. Build the sandbox, run the plays, and transform the theoretical into the tactical.