



Decision Base™ C-Level Selling

*Develop lucrative selling relationships
with C-Level Executives*



Program Benefits

Decision Base: C-Level Selling, from Celemi, gives sales professionals the enhanced understanding of executive-level challenges that enables them to sell effectively to top decision-makers. This simulation requires salespeople to “stand in the shoes of executives” and experience the business challenges their customers face, thereby developing the skills, confidence, and credibility to develop meaningful relationships with C-Level Executives. Designed for experienced sales and marketing team members, *Decision Base* gives your sales team a “big picture” understanding of the way your customers’ businesses operate, a deep appreciation of the challenges your customers face, and a greater ability to “speak your customers’ language.”

After experiencing *Decision Base*, your entire sales organization will be able to:

- sell higher and close larger, more lucrative deals
- sell above your competition
- gain immediate credibility with C-Level Executives
- effectively identify C-Level Executives’ critical needs
- understand how and why C-Level Executives make the decisions that maximize ROI
- position your company’s value in terms of solutions to issues that C-Level Executives face

Program Description

Decision Base is a compelling, hands-on simulation during which participants manage a company using the same financial and operational metrics faced by C-Level Executives. Participants manage the strategic, operational, and financial variables that will help lower costs and penetrate new markets. Participants learn how money flows through a company, develop profit and loss statements and balance sheets, invest in new markets, and manage a variety of other expenses.

By the end of the simulation, participants will have learned how vital liquidity and investment planning are to overall operations; and the interrelated nature of R&D, Marketing, and Sales. By “standing in the shoes of C-Level Executives”—making the strategic decisions that maximize ROI and managing the effects of those decisions— participants will have gained a new awareness of the financial issues that impact C-Level Executive decisions, and ways they can leverage that awareness to develop lucrative, high-level selling relationships.

Quick Facts

Media: Board-based business simulation

Seminar size: 4 people per learning team typically 24 participants per seminar.

Time: 10 simulated years experienced in 2 days.

Facilitation: Certified Decision Base™ facilitators (or certify your trainers)

Key measures:	Profitability	Return on assets	Inventory turnover	Liquidity
	Cash flow	Return on equity	Debt to Equity ratio	Profit margin