



A TEAM NINE SOLUTION

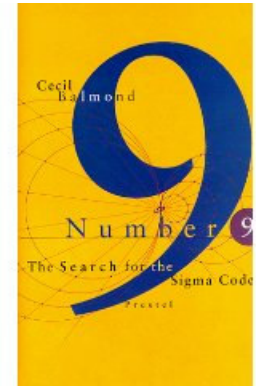
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SBDC Key Metrics



- Capital Raised for business
- *Number of jobs created in Iowa*
- *Number of jobs retained in Iowa*
- Hours of counseling services performed for business owners
- Class attendance

-Source: Jim Heckmann 2009



How Can We Affect These Metrics using a Virtual Environment?

By delivering real world solutions
through the virtual world simulation..



What Training will deliver the biggest impact to Small Business Owners?

The Answer is Sales Training.

Sales training can deliver results that will affect 4 of the 5 key performance metrics for SBDC.

(funny video) <http://www.youtube.com/watch?v=MSqXKp-00hM>



Advanced Products and Services are difficult to sell.

Many Small Companies go out of business in Iowa each year because they cannot find new clients.



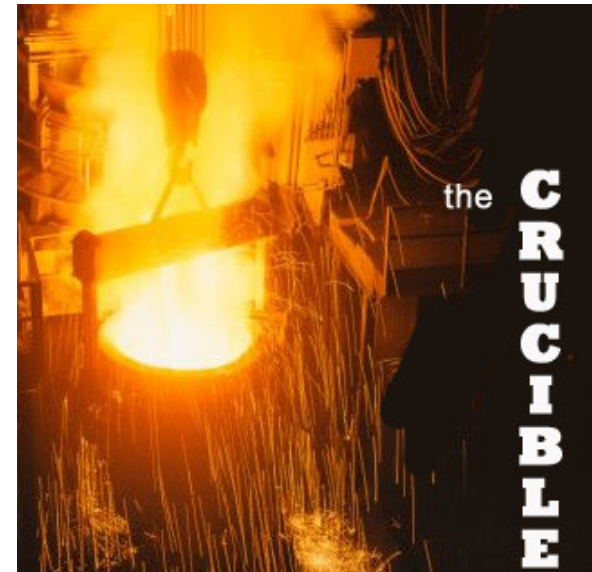
New Business Owners Lack Experience in Sales

It takes too much effort and time to obtain good skills in selling.

Small business owners do not have the time to learn through experience. They need a faster track.

We submit for your approval...

The Crucible



A simulated sales training environment that teaches existing and prospective business entrepreneurs how to navigate the dangerous cliffs of selling in a virtual environment

With Help from SCORE

Experienced professionals with a wealth of knowledge.



20 hours of training over 3 weeks

Teaching Basic Selling Skills

Building Rapport
Establishing Trust
Needs Analysis
Proposals
Closing
Follow-up





Selling is a Two Step Process (or more)

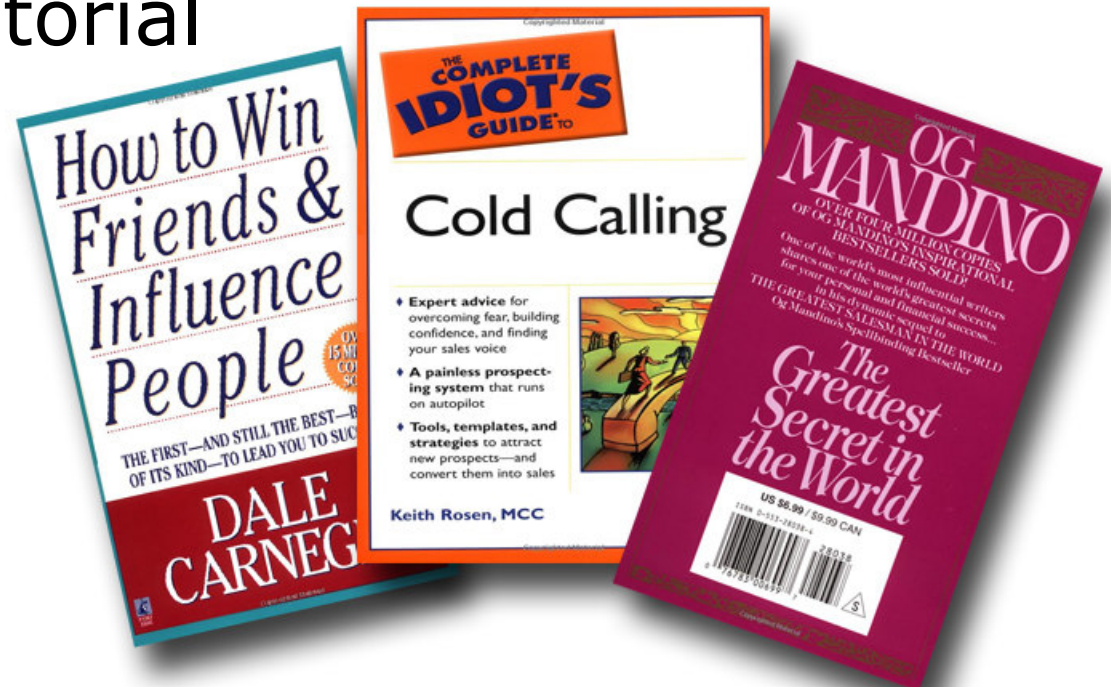
We are focusing our efforts on training the sales skills, not industry knowledge (although the two are undoubtedly connected).

This program is designed around a two step sales process. The first step is getting to know the "client" and their needs.

The second step is the presentation of the proposal and closing the deal.

Class Prep

- Interview with one SCORE instructor over the phone.
- 3 Books
- 2nd Life Tutorial





Week One (Saturday 7:30 – Noon)

Choosing clothes to wear, preparation, appearance, introduction, small talk to build trust, questions to learn about the customers business, interests, problems, etc. summarization, ask if proposal can be made, schedule follow-up.

Schedule

7:30 - 8:00am	Group meeting with Moderator
8:00 - 8:50am	Sales Training Seminar
9:00 - 9:50am	Sales Training Seminar
10:00 - 10:50am	Sales Training Seminar
11:00 - 11:50am	Sales Appointment #1
Noon	Depart Second Life



Week Two (Saturday 7:30 – Noon)

Preparation, appearance, introduction, not as much small talk, presentation of solution, questions, closing or schedule follow up.

Schedule

7:30 - 8:00am	Group meeting with Moderator
8:00 - 8:50am	Sales Training Seminar
9:00 - 9:50am	Sales Appointment #2
10:00 - 10:50am	Sales Appointment #3
11:00 - 11:50am	Sales Training Seminar
Noon	Depart Second Life



Week Three (Saturday 7:30 – Noon)

Review what you've learned in the first two weekends, and give additional advice.

Schedule

7:30 - 8:00am

Group meeting with Moderator

8:00 - 8:50am

Sales appointment #4

9:00 - 9:50am

Sales appointment #5

10:00 - 10:50am

Sales appointment #6

11:00 - 11:50am

Sales training Wrap-up

Noon

Depart Second Life – Program Finished

SBDC in Second Life

Sales is a lifetime mastery of attitudes, phraseology, timing, persistence and, yes, a lot of practice.

Virtual Worlds can assist in this development process and drive real profits to the bottom line for small business in Iowa.





The Crucible will Affect Change in 4 of the 5 SBDC Performance Metrics

- **Number of jobs created in Iowa**
- **Number of jobs retained in Iowa**
- **Hours of counseling services performed for business owners**
- **Class attendance**