



VERSION 1.0

12/2025

MASTERING THE SALES CYCLE: A SURVEY SAYS CHALLENGE

Facilitator Guide Example

SESSION OVERVIEW

This interactive reinforcement session uses a game-show format to strengthen application of the four phases of the sales cycle:

1. Connect / Relate
2. Discover
3. Recommend
4. Close

Participants compete in teams while reinforcing key behaviors that drive sales performance. Each round focuses on one phase of the sales process and concludes with structured debrief to ensure learning transfer. This session is designed for instructor-led or virtual instructor-led delivery.

LEARNING OBJECTIVES

By the end of this session, participants will be able to:

- Identify the four phases of the sales cycle.
- Differentiate high-impact behaviors within each phase.
- Apply effective questioning techniques during discovery.
- Align recommendations to uncovered client needs.

TOTAL SESSION TIMING

Total Estimated Time: 45–60 minutes

Segment	Time
Welcome & Setup	5 minutes
Round 1 – Connect	8–10 minutes
Round 2 – Discover	8–10 minutes
Round 3 – Recommend	8–10 minutes
Round 4 – Close	8–10 minutes
Final Debrief & Key Takeaways	5–10 minutes

Timing may vary depending on participant engagement and discussion depth.

MATERIALS & TECHNOLOGY

- Storyline Gameboard (Discover round sample provided)
- Projector or screen share capability
- Printed or digital scoring sheet
- Timer
- Flip chart or virtual whiteboard
- Markers (in-person sessions)

TRAINER READINESS CHECKLIST

Before facilitating this session, confirm:

CONTENT FAMILIARITY

- You are comfortable explaining all four phases of the sales cycle
- You understand each round's top responses and why they matter
- You can provide real-world examples for each behavior

TECHNOLOGY CHECK

- Gameboard file opens correctly
- Click-to-reveal functionality works
- Audio (if used) is tested
- Strike indicators function as expected
- Screen share tested (for virtual sessions)

ROOM SETUP

- Teams are pre-assigned or plan in place to divide participants
- Scoring sheet ready
- Whiteboard or flip chart accessible

FACILITATION READINESS

- You are prepared to manage energy and pace
- You are ready to redirect off-topic discussion
- You have debrief prompts visible or accessible
- You are prepared to tie learning back to performance expectations

SALES CYCLE CHALLENGE – OFFICIAL SCORING SHEET

SESSION INFORMATION

Facilitator: _____

Date: _____

Session Type: In-Person Virtual

TEAM ASSIGNMENT

Team A Name: _____

Team B Name: _____

ROUND SCORING

Round	Team A Points	Team B Points	Winning Team
Round 1 – Connect			
Round 2 – Discover			
Round 3 – Recommend			
Round 4 – Close			

STRIKE TRACKING (OPTIONAL VISUAL AID)

Round	Team A Strikes	Team B Strikes
Connect		
Discover		
Recommend		
Close		

FINAL SCORE

Total Points – Team A: _____
 Total Points – Team B: _____
 Winning Team: _____

FACILITATION TIPS

- Maintain momentum during gameplay; avoid over-explaining mid-round.
- Use debrief sections to deepen learning — this is where transfer happens.
- Encourage participation from quieter team members.
- Reinforce positive behaviors verbally during discussion.
- Capture any notes throughout the session that you want to go back and address.

ADAPTATION NOTES

Virtual Delivery Adjustments:

- Use chat for buzz-in responses
- Use breakout rooms for team discussion
- Use shared document for score tracking

In-Person Adjustments:

- Use physical buzzers or raised hands
- Display score publicly to increase engagement

SALES REINFORCEMENT GAME – DISCOVER ROUND

SALES PHASE

Discover

LEARNING OBJECTIVE

Participants will be able to:

1. Identify high-impact question types that deepen client conversations.
2. Differentiate between open-ended, probing, catalytic, clarifying, and impact-based questions.
3. Apply discovery questions that uncover motivation, urgency, and business impact.

ESTIMATED TIME

8–10 minutes

ROUND OVERVIEW

This reinforcement activity uses a Family Feud-style format to strengthen discovery behaviors within the sales process. Participants compete in teams to identify the most effective question types used by top-performing sales professionals.

ROUND STRUCTURE

1. FACE-OFF

DO:

- Invite one participant from each team to the front -or spotlight them in a virtual session.
- Display the Discover round slide with all responses hidden.
- Read the question aloud.
- The first participant to respond provides one answer.
- Reveal the answer on the gameboard if it appears on the list.

SAY:

We are now moving into the Discover phase of the sales process. Strong discovery determines the strength of everything that follows — from recommendations to closing.

I need one representative from each team to step forward (or come off mute).

For this round, we surveyed top-performing sales professionals and asked them:

What are the most effective types of questions to uncover a client's needs?

DO:

The participant whose response carries the highest point value wins control of the board. That team chooses to **play** or **pass**.

If neither answer appears on the board, allow additional attempts until a listed response is identified.

2. TEAM PLAY

SAY:

You have control of the board. Continue identifying the remaining top responses. Remember, you have three strikes before control passes.

DO:

- Go down the line of the team in control and collect responses.
- Reveal correct answers and associated point values.
- Mark strikes visibly on the board when answers are incorrect.
- Track points using the scoring sheet.
- Allow brief team discussion (10–15 seconds) before each response.

TOP FIVE RESPONSES

1. Open-Ended Questions (30 points)
2. Probing / Follow-Up Questions (25 points)
3. Catalytic Questions (20 points)
4. Clarifying / Reflective Questions (15 points)
5. Impact or Consequence Questions (10 points)

MICRO-COACHING DURING PLAY

After each correct answer:

SAY:

Correct — Open-Ended Questions. These expand the conversation and encourage clients to share context.

Provide a brief definition and a short example question before moving on. Keep explanations concise to maintain momentum.

3. DEBRIEF

After all answers are revealed or the round concludes:

SAY:

Let's step out of the game for a moment and reflect on what this means for your discovery conversations.

DEBRIEF QUESTIONS

1. Which of these question types do you use most frequently?
2. Which one challenges you the most?
3. How do catalytic or impact questions change the depth of a conversation?
4. What happens when discovery relies only on surface-level questions?
5. What is one discovery question you will intentionally use this week?

Encourage 2–3 participants to share examples. Capture strong responses on a flip chart or virtual whiteboard.

4. KEY REINFORCEMENT

SAY:

Effective discovery is not about asking more questions — it is about asking better questions. The quality of your recommendation is directly tied to the quality of your discovery.

5. TRANSITION

As we move into the Recommend phase, consider this: How does strong discovery make your recommendation more credible?

Pause briefly, then proceed to the next section.