



VIRTUAL GHANA

SALES CHALLENGE

Unleashing Sales Talent

SEASON 1





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ABOUT US



The Universal Academy of Professional Sales (UAPS), in partnership with Virtual Ghana Space, is excited to present the Virtual Ghana Sales Challenge **(VGSC)**. ional sales with UAPS and Virtual Ghana



This innovative program aims to identify and nurture exceptional sales talent, offering participants a comprehensive training scholarship and a pathway to a successful career in profess

PROGRAM OVERVIEW

Virtual Ghana Sales Challenge

The Virtual Ghana Sales Challenge is a 13-week program designed to discover and develop exceptional sales talent through rigorous assessment, training, and real-world challenges.

This initiative is part of the UAPS hiring exercise and is open to newly employed sales staff of UAPS and Virtual Ghana. Participants who have successfully qualified for employment will be tasked with selling the Ghana Hybrid Expo, demonstrating their sales competence, skills, attitudes, and teamwork abilities.

Throughout the program, participants will engage in a series of tasks and challenges aimed at testing and enhancing their sales acumen. The goal is to identify top performers who will be awarded scholarships for advanced sales training, providing them with access to top-tier educational resources. Additionally, successful participants will consolidate their employment packages with UAPS and Virtual Ghana, tailored to their demonstrated skills and potential.

Program Overview cont.

By participating in the Virtual Ghana Sales Challenge, newly employed sales staff will have the opportunity to prove their worth as team players, showcasing their ability to drive sales and contribute to the success of UAPS and Virtual Ghana.

This program not only fosters professional growth but also ensures a pipeline of skilled sales professionals dedicated to driving success and innovation in the sales industry.



ABOUT

Virtual Ghana.space pioneers Ghana's inaugural online virtual walk-through platform, showcasing Digital Twins that faithfully replicate numerous actual built environments.

This innovative platform offers an immersive experience, allowing prospective buyers and visitors within the online community to authentically explore businesses, properties, places, or destinations, providing a genuine preview before any in-person visit. Ghana Hybrid Expo is equally an initiative of virtualghanaspace, a technology driven expo platform.

A business-to-business and business-to-consumer platform that stands as a digital colossus, a bustling marketplace where businesses and consumers converge periodically to fulfill their diverse needs and aspirations. With a vast array of products and services spanning several industries in Ghana. The premiere edition is scheduled for the 3rd or 4th Quater of 2024



VIRTUAL GHANA SALES CHALLENGE

PROGRAMME & OBJECTIVES



Phase 1

Initial Assessment and Qualification •

Candidates will undergo one-on-one interviews and assessments to qualify for employment and participation in the Virtual Ghana Sales Challenge (VGSC).



Phase 2

Training and Orientation (10 Days) • Successful candidates will advance to the 10-day training and orientation period, followed by the 13-week Sales Challenge. • Participants will undergo intensive training to familiarize themselves with the Ghana Hybrid Expo and sales strategies. • Orientation sessions will be held to introduce participants to the tools and technologies they will use during the challenge.



Phase 3

The Sales Challenge (13 Weeks)
Qualified candidates will compete to sell the Ghana Hybrid Expo to businesses (as exhibitors) and the general public (as attendees) over a 13-week period. •
Participants will receive mentorship, engage in practical sales scenarios, and demonstrate their abilities in real-world challenges.



Phase 4

The UAPS/VG Sales Excellence Awards
We are pleased to introduce the UAPS/VG Sales Excellence Awards, an event dedicated to recognizing and celebrating the achievements of our newly employed sales staff who have successfully completed the 13-week Virtual Ghana Sales Challenge. •
This prestigious Awards will confirm their employment status, designate their specific roles within the company, and honor the best performers among the team



EVENT OVERVIEW

The UAPS/VG Sales Excellence Awards is designed to be a memorable occasion that brings together peers, friends, family, and employers to celebrate the hard work, dedication, and outstanding achievements of our sales staff

THE AWARDS WILL SERVE MULTIPLE PURPOSES



Confirmation of Employment Status

Officially confirm the employment status of participants who have successfully completed the Virtual Ghana Sales Challenge.



Role Designation

Announce the specific roles and designations within the company for each participant, tailored to their demonstrated skills and potential



Awards and Recognition

Honor the best performers among the team with awards, recognizing their exceptional sales competence, skills, and attitudes



SIGNIFICANCE OF THE AWARDS

The **UAPS/VG** Sales Excellence Awards is not just a formal event but a celebration of excellence and a recognition of the hard work and perseverance of our sales staff. It marks the culmination of their journey through the challenging 13-week program and their transition into key roles within UAPS and Virtual Ghana.



EVENT HIGHLIGHTS

- 01 Keynote Speeches:** Inspirational speeches from senior management and industry leaders highlighting the importance of sales excellence and the future prospects for our sales team.
- 02 Role Announcements:** Formal announcement of the roles and designations of each participant, setting the stage for their future career growth within the company
- 03 Networking Opportunities:** An opportunity for participants to network with peers, mentors, and senior management, fostering a sense of community and collaboration
- 04 Celebratory Reception:** A reception for participants, their families, friends, and colleagues to celebrate their achievements in a relaxed and joyful atmosphere



CONCLUSION

The UAPS/VG Sales Excellence Awards is a pivotal event that underscores our commitment to nurturing and recognizing top sales talent. It reflects our dedication to providing growth opportunities and celebrating the successes of our team member



We look forward to celebrating this milestone with all stakeholders and setting the foundation for continued excellence and innovation in our sales endeavors.



10-DAY SALES TRAINING WORKSHOP PROGRAM

DAY 1: INTRODUCTION AND ORIENTATION

FOR GHANA HYBRID EXPO

Morning Session:

1. Welcome and Workshop Overview

- **Time:** 9:00 AM - 10:00 AM
- **Objective:** To set the stage for the workshop, explain the goals, and outline the agenda for the next 10 days.
- **Activities:**
 - Introduction by the workshop facilitator
 - Overview of the workshop objectives and outcomes
 - Explanation of the workshop schedule and activities
 - Housekeeping rules and expectations

2. Introduction to the Ghana Hybrid Expo: Goals and Expectations

- **Time:** 10:00 AM - 11:00 AM
- **Objective:** To provide an in-depth understanding of the Ghana Hybrid Expo, its purpose, and what is expected from the sales team.
- **Activities:**
 - Presentation on the Ghana Hybrid Expo: history, mission, and vision
 - Discussion on the importance of the Expo for exhibitors and attendees
 - Q&A session to clarify any doubts

3. Break

- **Time:** 11:00 AM - 11:15 AM

4. Getting to Know Your Team: Icebreakers and Team-building Activities

- **Time:** 11:15 AM - 12:30 PM
- **Objective:** To foster a sense of camaraderie and teamwork among participants.
- **Activities:**
 - Icebreaker games and activities
 - Team-building exercises
 - Group discussions on individual strengths and how to leverage them for team success

Afternoon Session:

1. Lunch Break

- **Time:** 12:30 PM - 1:30 PM

2. Introduction to Sales Roles and Responsibilities

- **Time:** 1:30 PM - 3:00 PM

- **Objective:** To provide clarity on the specific roles and responsibilities of each sales team member.
- **Activities:**
 - Presentation on different sales roles within the team
 - Discussion on the responsibilities and expectations for each role
 - Case studies highlighting successful sales roles and strategies

3. Understanding the Product and Market

- **Time:** 3:00 PM - 4:00 PM
- **Objective:** To introduce participants to the key aspects of the Ghana Hybrid Expo product and its target market.
- **Activities:**
 - Detailed explanation of the features, benefits, and unique selling points of the Ghana Hybrid Expo
 - Overview of the target market: segmentation, buyer personas, and market trends
 - Interactive session: identifying potential customer segments and tailoring the sales pitch accordingly

4. Break

- **Time:** 4:00 PM - 4:15 PM

5. Q&A and Discussion

- **Time:** 4:15 PM - 5:00 PM
- **Objective:** To address any questions or concerns from the participants and ensure they have a clear understanding of the day's content.
- **Activities:**
 - Open floor for questions and answers
 - Group discussion to reflect on key learnings from the day
 - Wrap-up and preview of the next day's activities

Expected Outcomes for Day 1:

- Participants will have a clear understanding of the workshop's goals and schedule.
- Participants will gain a comprehensive knowledge of the Ghana Hybrid Expo, its goals, and expectations.
- Enhanced team spirit and understanding of individual roles within the sales team.
- Clear understanding of the product (Ghana Hybrid Expo) and its target market.

By the end of Day 1, the sales team will be well-prepared to dive into more detailed and specialized sales training, equipped with foundational knowledge and a cohesive team dynamic.

DAY 2: UNDERSTANDING THE PRODUCT AND MARKET

Morning Session:

1. Deep Dive into the Ghana Hybrid Expo: Features, Benefits, and Unique Selling Points

- **Time:** 9:00 AM - 11:00 AM

- **Objective:** To provide a thorough understanding of the Ghana Hybrid Expo's features, benefits, and unique selling points.
 - **Activities:**
 - Presentation on the Expo's key features
 - Detailed discussion on the benefits for exhibitors and attendees
 - Identifying and leveraging unique selling points
2. **Break**
- **Time:** 11:00 AM - 11:15 AM
3. **Understanding the Target Market: Segmentation and Buyer Personas**
- **Time:** 11:15 AM - 12:30 PM
 - **Objective:** To understand the target market for the Ghana Hybrid Expo.
 - **Activities:**
 - Explanation of market segmentation
 - Development of buyer personas
 - Interactive session: mapping buyer personas to Expo features

Afternoon Session:

1. **Lunch Break**
 - **Time:** 12:30 PM - 1:30 PM
2. **Competitor Analysis and Market Trends**
 - **Time:** 1:30 PM - 3:00 PM
 - **Objective:** To understand the competitive landscape and market trends.
 - **Activities:**
 - Analysis of competitors
 - Discussion on market trends and how they impact sales
 - Case studies of successful and unsuccessful expos
3. **Q&A and Discussion**
 - **Time:** 3:00 PM - 4:00 PM
 - **Objective:** To clarify any doubts and ensure understanding.
 - **Activities:**
 - Open floor for questions
 - Group discussion to reflect on the day's learnings
 - Wrap-up and preview of the next day's activities

DAY 3: SALES FUNDAMENTALS AND TECHNIQUES

Morning Session:

1. **Key Sales Concepts and Techniques**
 - **Time:** 9:00 AM - 11:00 AM
 - **Objective:** To introduce fundamental sales concepts and techniques.
 - **Activities:**
 - Presentation on key sales concepts
 - Discussion on various sales techniques
 - Role-playing scenarios to practice techniques
2. **Break**
 - **Time:** 11:00 AM - 11:15 AM

3. **Building Rapport and Trust with Clients**

- **Time:** 11:15 AM - 12:30 PM
- **Objective:** To teach participants how to build rapport and trust with clients.
- **Activities:**
 - Techniques for building rapport
 - Interactive session: practicing trust-building activities
 - Group discussion on the importance of trust in sales

Afternoon Session:

1. **Lunch Break**
 - **Time:** 12:30 PM - 1:30 PM
2. **Effective Communication Skills for Sales**
 - **Time:** 1:30 PM - 3:00 PM
 - **Objective:** To improve participants' communication skills.
 - **Activities:**
 - Presentation on effective communication strategies
 - Practicing active listening
 - Role-playing scenarios to enhance communication skills
3. **Handling Common Objections**
 - **Time:** 3:00 PM - 4:00 PM
 - **Objective:** To prepare participants to handle common objections in sales.
 - **Activities:**
 - Identifying common objections
 - Techniques for overcoming objections
 - Role-playing exercises to practice handling objections

DAY 4: ONLINE AND REMOTE SELLING STRATEGIES

Morning Session:

1. **Introduction to Online and Remote Selling**
 - **Time:** 9:00 AM - 11:00 AM
 - **Objective:** To introduce the basics of online and remote selling.
 - **Activities:**
 - Overview of online selling platforms
 - Benefits of remote selling
 - Case studies of successful remote selling strategies
2. **Break**
 - **Time:** 11:00 AM - 11:15 AM
3. **Leveraging Social Media for Sales: LinkedIn, Facebook, Instagram, and Twitter**
 - **Time:** 11:15 AM - 12:30 PM
 - **Objective:** To teach participants how to use social media for sales.
 - **Activities:**
 - Overview of social media platforms
 - Best practices for social media selling
 - Interactive session: creating social media sales content

Afternoon Session:

- Lunch Break**
 - Time:** 12:30 PM - 1:30 PM
- Virtual Selling Techniques: Webinars, Virtual Tours, and Online Demonstrations**
 - Time:** 1:30 PM - 3:00 PM
 - Objective:** To train participants in virtual selling techniques.
 - Activities:**
 - Overview of virtual selling tools
 - Techniques for effective webinars and virtual tours
 - Hands-on practice with online demonstrations
- Utilizing Video Conferencing Tools (Zoom, Microsoft Teams, etc.)**
 - Time:** 3:00 PM - 4:00 PM
 - Objective:** To familiarize participants with video conferencing tools.
 - Activities:**
 - Overview of popular video conferencing tools
 - Best practices for video meetings
 - Interactive session: conducting a mock video sales meeting

DAY 5: CUTTING-EDGE SALES TECHNOLOGY

Morning Session:

- Overview of Modern Sales Tools and Technologies**
 - Time:** 9:00 AM - 11:00 AM
 - Objective:** To introduce participants to modern sales tools and technologies.
 - Activities:**
 - Presentation on the latest sales technologies
 - Benefits of using advanced sales tools
 - Case studies of technology-driven sales success
- Break**
 - Time:** 11:00 AM - 11:15 AM
- CRM Systems: How to Use Salesforce, HubSpot, etc.**
 - Time:** 11:15 AM - 12:30 PM
 - Objective:** To train participants in using CRM systems.
 - Activities:**
 - Overview of popular CRM systems
 - Hands-on training: setting up and using CRM tools
 - Interactive session: managing customer data and interactions

Afternoon Session:

- Lunch Break**
 - Time:** 12:30 PM - 1:30 PM
- Introduction to AI and Automation in Sales**
 - Time:** 1:30 PM - 3:00 PM
 - Objective:** To introduce AI and automation in sales processes.

- Activities:**
 - Presentation on AI and automation tools
 - Benefits of automation in sales
 - Case studies of successful AI-driven sales strategies
- Hands-on Training: Using Sales Technology Effectively**
 - Time:** 3:00 PM - 4:00 PM
 - Objective:** To ensure participants can effectively use sales technology.
 - Activities:**
 - Practical exercises with sales tools and technologies
 - Interactive session: troubleshooting common issues
 - Group discussion on integrating technology into daily sales activities

DAY 6: LEAD GENERATION AND MANAGEMENT

Morning Session:

- Techniques for Generating High-Quality Leads**
 - Time:** 9:00 AM - 11:00 AM
 - Objective:** To teach participants how to generate high-quality leads.
 - Activities:**
 - Overview of lead generation techniques
 - Best practices for lead acquisition
 - Interactive session: brainstorming lead generation ideas
- Break**
 - Time:** 11:00 AM - 11:15 AM
- Utilizing Data and Analytics for Lead Generation**
 - Time:** 11:15 AM - 12:30 PM
 - Objective:** To leverage data and analytics for lead generation.
 - Activities:**
 - Introduction to data-driven lead generation
 - Tools and techniques for analyzing lead data
 - Case studies of successful data-driven lead generation

Afternoon Session:

- Lunch Break**
 - Time:** 12:30 PM - 1:30 PM
- Lead Nurturing Strategies: From Prospect to Customer**
 - Time:** 1:30 PM - 3:00 PM
 - Objective:** To develop strategies for nurturing leads through the sales funnel.
 - Activities:**
 - Overview of lead nurturing techniques
 - Best practices for converting leads into customers
 - Interactive session: creating a lead nurturing plan
- Workshop: Creating a Lead Generation Plan for the Ghana Hybrid Expo**
 - Time:** 3:00 PM - 4:00 PM
 - Objective:** To develop a practical lead generation plan for the Expo.
 - Activities:**

- Group exercise: developing a lead generation strategy
- Presentation of lead generation plans
- Feedback and discussion on plans

DAY 7: ADVANCED SALES SKILLS AND TECHNIQUES

Morning Session:

1. **Consultative Selling: Providing Value and Solutions**
 - **Time:** 9:00 AM - 11:00 AM
 - **Objective:** To train participants in consultative selling techniques.
 - **Activities:**
 - Introduction to consultative selling
 - Techniques for providing value and solutions
 - Role-playing scenarios to practice consultative selling
2. **Break**
 - **Time:** 11:00 AM - 11:15 AM
3. **Storytelling in Sales: Crafting Compelling Narratives**
 - **Time:** 11:15 AM - 12:30 PM
 - **Objective:** To enhance participants' storytelling skills in sales.
 - **Activities:**
 - Importance of storytelling in sales
 - Techniques for crafting compelling narratives
 - Interactive session: developing and presenting sales stories

Afternoon Session:

1. **Lunch Break**
 - **Time:** 12:30 PM - 1:30 PM
2. **Negotiation Skills: Closing the Deal**
 - **Time:** 1:30 PM - 3:00 PM
 - **Objective:** To improve participants' negotiation skills.
 - **Activities:**
 - Introduction to negotiation techniques
 - Strategies for successful negotiations
 - Role-playing exercises to practice closing deals
3. **Workshop: Applying Advanced Sales Techniques**
 - **Time:** 3:00 PM - 4:00 PM
 - **Objective:** To apply advanced sales techniques to real-world scenarios.
 - **Activities:**
 - Group exercises: applying techniques to sales scenarios
 - Presentation of strategies and techniques
 - Feedback and discussion on applications

DAY 8: PERSONAL DEVELOPMENT AND PROFESSIONAL GROWTH

Morning Session:

1. **Time Management and Productivity in Sales**
 - **Time:** 9:00 AM - 11:00 AM
 - **Objective:** To improve participants' time management and productivity.
 - **Activities:**
 - Techniques for effective time management
 - Productivity tools and strategies
 - Interactive session: developing a personal productivity plan
2. **Break**
 - **Time:** 11:00 AM - 11:15 AM
3. **Building Resilience and Handling Rejection**
 - **Time:** 11:15 AM - 12:30 PM
 - **Objective:** To develop resilience and strategies for handling rejection.
 - **Activities:**
 - Techniques for building resilience
 - Strategies for handling rejection in sales
 - Group discussion on personal experiences and coping mechanisms

Afternoon Session:

1. **Lunch Break**
 - **Time:** 12:30 PM - 1:30 PM
2. **Continuous Learning and Professional Development**
 - **Time:** 1:30 PM - 3:00 PM
 - **Objective:** To encourage continuous learning and professional growth.
 - **Activities:**
 - Importance of continuous learning in sales
 - Resources for professional development
 - Interactive session: creating a personal development plan
3. **Q&A and Reflection**
 - **Time:** 3:00 PM - 4:00 PM
 - **Objective:** To reflect on the day's learnings and address any questions.
 - **Activities:**
 - Open floor for questions and answers
 - Group reflection on key takeaways
 - Wrap-up and preview of the next day's activities

DAY 9: PRACTICAL APPLICATION AND ROLE-PLAYING

Morning Session:

1. **Simulated Sales Scenarios: Practicing What You've Learned**
 - **Time:** 9:00 AM - 11:00 AM
 - **Objective:** To provide hands-on practice with simulated sales scenarios.
 - **Activities:**
 - Setting up simulated sales scenarios
 - Role-playing exercises in groups

- Feedback and discussion on performance
- 2. **Break**
 - **Time:** 11:00 AM - 11:15 AM
- 3. **Customer Interaction and Relationship Building**
 - **Time:** 11:15 AM - 12:30 PM
 - **Objective:** To practice customer interaction and relationship-building techniques.
 - **Activities:**
 - Role-playing customer interactions
 - Techniques for building and maintaining customer relationships
 - Group discussion on successful relationship-building strategies

Afternoon Session:

1. **Lunch Break**
 - **Time:** 12:30 PM - 1:30 PM
2. **Workshop: Selling the Ghana Hybrid Expo**
 - **Time:** 1:30 PM - 3:00 PM
 - **Objective:** To apply all learned skills to selling the Ghana Hybrid Expo.
 - **Activities:**
 - Group exercise: developing a sales pitch for the Expo
 - Role-playing selling scenarios
 - Feedback and discussion on pitches
3. **Q&A and Reflection**
 - **Time:** 3:00 PM - 4:00 PM
 - **Objective:** To reflect on the day's learnings and address any questions.
 - **Activities:**
 - Open floor for questions and answers
 - Group reflection on key takeaways
 - Wrap-up and preview of the next day's activities

DAY 10: FINAL PREPARATION AND CERTIFICATION

Morning Session:

1. **Review and Final Preparation**
 - **Time:** 9:00 AM - 11:00 AM
 - **Objective:** To review the workshop content and prepare for final assessments.
 - **Activities:**
 - Review of key concepts and techniques
 - Group discussions on key learnings
 - Final preparation for assessments
2. **Break**
 - **Time:** 11:00 AM - 11:15 AM
3. **Assessment: Practical Sales Scenarios**
 - **Time:** 11:15 AM - 12:30 PM
 - **Objective:** To assess participants' skills through practical sales scenarios.
 - **Activities:**

- Conducting practical sales scenarios
- Assessment of performance by facilitators
- Feedback and discussion on assessments

Afternoon Session:

1. **Lunch Break**
 - **Time:** 12:30 PM - 1:30 PM
2. **Certification Awards and Celebration**
 - **Time:** 1:30 PM - 3:00 PM
 - **Objective:** To recognize and celebrate the participants' achievements.
 - **Activities:**
 - Certification Awards
 - Presentation of certificates and awards
 - Group celebration and networking
3. **Q&A and Reflection**
 - **Time:** 3:00 PM - 4:00 PM
 - **Objective:** To reflect on the entire workshop and gather feedback.
 - **Activities:**
 - Open floor for questions and answers
 - Group reflection on key takeaways
 - Feedback session for future improvements

Expected Outcomes for the 10-Day Workshop:

- Comprehensive understanding of the Ghana Hybrid Expo and its target market.
- Mastery of fundamental and advanced sales skills and techniques.
- Proficiency in online and remote selling strategies and tools.
- Effective use of modern sales technologies, including CRM systems and AI tools.
- Ability to generate and manage high-quality leads.
- Improved personal development and professional growth.
- Practical experience through role-playing and simulated sales scenarios.
 - Certification and recognition of skills and achievements.

