



Instructor Manual

Background

The SalesLeader.ca Sales Management Simulation Game puts your students into the role of Sales Manager for a brand-new security software division. They will have the opportunity to review job applications, negotiate salary with potential sales candidates, develop an overall sales strategy and sales control structure for the department, purchase sales enablement, training, and market research, and work to optimize the motivation and capability of each of their salespeople while managing within a tight departmental budget and set of company performance metrics.

The simulation has been designed to let students work through the game at their own pace. Simple and clear input screens and reporting let students focus on applying your sales management course material rather than wasting time attempting to understand the simulation. The relationship between game decisions and simulation outcomes is driven by 100 years of empirical research, allowing you to easily incorporate the simulation game into your sales management course as an experiential learning component.

This manual covers the few instructions needed to have you set up a course simulation in under five minutes.

Simulation Set-up

[Course menu option](#). Now that you have registered as an instructor with SalesLeader.ca and have successfully logged into your account, you are ready to set up your first simulation game quickly.

When you first log in to the instructor portal, you will be presented with a list of any course simulation games you have created. Each game is valid for 6 months. SalesLeader.ca automatically purges completed games from the system three months after these 6 months. If you registered for SalesLeader.ca using a promotional offer, the remaining promotional games will also be indicated on this screen.

Current Course Simulations

Promotional Games Available 0

New Course

Current Course Simulations			
Course ID	Course Description	Start Date	End Date
Y1Drs060420200818	Fall 2020	2020/08/18	2022/12/31
V7Lwg131920210125	RainMakerPRO - Trial Simulation	2021/01/25	2100/12/31
B5Omf324420220415	Testing Game	2022/04/15	2022/10/15
S3Ezh422120220504	Test Simulation	2022/05/04	2022/11/04

From here, you can select a current course by clicking on its Course ID, or you can create a new course by selecting the **<New Course>** button. These options are also available in the Course drop-down menu at the top of the screen.

New Simulation

Course Description

Billing Method Student Billing 

Difficulty Level 1 

Product Scenario 1 

Game Objective Weights 

Total Revenue

Total Contribution

Sales Quota Attainment

Average Satisfaction with Sales Rep

Average Manager Reputation

TOTAL 0 %

Simulation Controls

Pause - Period 4 OFF  

Student Reset Authorization OFF  

Auto-Coaching & Consulting OFF  

Assignment Mode OFF  

BUILD SIMULATION **CANCEL**

New Course Simulation Setup:

Course Description. Enter a course description that will let you distinguish this game from other courses you might set up on your SalesLeader.ca account. We suggest including the course name and year/semester.

E.g. MKTG 492 – Winter 2022

Billing Method. To register for the simulation game, students require two pieces of information: 1) a course ID, and 2) a simulation license key. Once you complete the New Simulation setup, a unique course ID will be generated, which you can provide to all students in your course. The license keys the students will use will depend on the type of Billing Method you select from the drop-down list. If you select **Student Billing**, students will purchase their license key from the SalesLeader.ca website at www.salesleader.ca.

If you select **Organization Billing**, you are choosing to have your educational institution cover the costs of all course licenses. If you select this option, an institutional license key will be displayed, which you can provide to students along with the Course ID for registration. To activate your simulation game under this billing method, our customer support department will contact you to request a purchase order for the licenses being purchased. The simulation will not be active until SalesLeader.ca receives a valid purchase order from your institution.

If you select **Promo Game**, the system will verify that you have an unused promotional game available. If so, it will display a promotional license key you can provide your students with along with the Course ID.

Difficulty Level. There are three different levels of difficulty you can choose from. At higher levels of difficulty, students must meet quarterly revenue targets under increasingly tighter budgets forcing a significant amount of prioritization and trade-off activity.

Product Scenario. There are three different product scenarios to choose from. Each creates a separate situation regarding how competitive the division's products are relative to the competition.

Scenario #1: Students are faced with building a new sales division with a mediocre product portfolio. The marketing department will introduce more competitive products in the second half of the simulation.

Scenario #2: The market is very dynamic, and the relative competitiveness of each company's products changes frequently as new features/enhancements are quickly introduced.

Scenario 3: The company's products are initially very competitive but, competitors quickly launch enhanced products as the simulation progresses.

Game Objective Weights. As sales managers, your students are expected to meet the company's quarterly sales (revenue) targets. However, their overall performance is evaluated based on the set of objectives you assign from the five performance metric choices available. Each student receives points at the end of each quarter based on their performance against these weighted metrics. Students can compare their point performance against other students in your course who have completed at least as many simulation periods in the game. The total weighting of your metrics must equal 100%.

Simulation Controls. Four simulation control switches allow you to customize game settings. By turning ON **Pause-Period 4**, all students are paused at the end of period 4, until you log into the simulation game and switch the pause to the off position. Given that students proceed through the game at their own pace, the Pause switch may be helpful to:

- Compare and share the performance of ALL students at the mid-point in the game.
- Ensure a specific portion of your course learning material has been covered before students complete the last four quarters of the game so that they can apply that new knowledge to their decisions.

By turning **Reset Authorization** ON, you give SalesLeader.ca's customer support department the authority to reset a student's current period under these unclear circumstances. It is important to recognize that some students will abuse this and request a period reset because they are not happy with the outcomes occurring in that period based on the decisions they made.

Once you have filled out the New Simulation form, click the **<BUILD SIMULATION>** button to create your new game. The new game will be added to your list of current simulations with a new unique Course ID.

Activating **Auto-Coaching & Consulting** turns on the system's coaching and monitoring feature. Once turned on, instructors have access to customized coaching advice for each student in the course, the following quarter. It monitors student decisions and performance and suggests ways students can improve. Turning this feature on also generates a new market research consulting report students can purchase with their quarterly sales budget as of period 5. When purchased, this report is identical to the coaching report instructors have access to.

Frequently students choose not to purchase research and other data available within a business simulation game. If instructors choose to assign a simulation-based project at the end of the game, students frequently find themselves without the necessary data to conduct a rich analysis often required for success in the assignment. Turning ON **Assignment Mode** makes all reports and data available to students at the end of the game, regardless of whether or not they acquired this information during the game.

Managing Your Course Simulations:

Once you have created at least one game, you can monitor the game's status by selecting the Course ID of the game you want to review. This will bring up the **Current Simulation** display.

The Current Simulation display indicates all game parameters initially set up, along with the number of students who have registered for the game already. Game parameters cannot be modified once set up. However, the three control switches **Pause-Period**, **Reset Authorization**, and **Advice Generation** can be toggled to an ON or OFF position at any point in the game. If you make changes to any of these switches – you must click on the **<SAVE CONTROL CHANGES>** button to confirm the change.

From the Current Simulation page, you can do several things.

Delete Game. The **<delete game>** button lets you delete the current simulation game. Because you cannot change a game once it is built, this button allows you to delete it if you are unhappy with its design. If the game was set up under promotional billing, the number of promotional games you have remaining will be reset. Note: once students register for a game, it can no longer be deleted.

Current Simulation

Course ID:	W6Ghz112820230414	SIM Version:	
Course Description	Test Game		
Active Status	Active 	DELETE GAME	
Number of Periods	8	STUDENT SIGN-UP INFO	
Difficulty Level	1	CURRENT STUDENTS	
Product Scenario	1	INFO BLAST	
# Students Registered	1		

Game Objective Weights		Simulation Controls	
Total Revenue		Pause - Period 4	OFF ☐
Total Contribution	25%	Student Reset Authorization	ON ☒
Sales Quota Attainment	25%	Auto-Coaching & Consulting	ON ☒
Average Satisfaction with Sales Rep	25%	Assignment Mode	ON ☒
Average Manager Reputation	25%		

[RETURN](#) [SAVE CONTROL CHANGES](#)

Student Sign-Up Info. This button will generate a 1-page PDF document that provides instructions for your students on how to sign up and launch SalesLeaderSIM. A different set of instructions is generated depending on the Billing Method you selected. Once the PDF is generated you can download it and email it to your students.

Current Students. This button will display a snapshot of all students registered in the course, the number of simulation periods completed, their cumulative game point total, and their average sales quota achievement across all completed periods.

Class Results

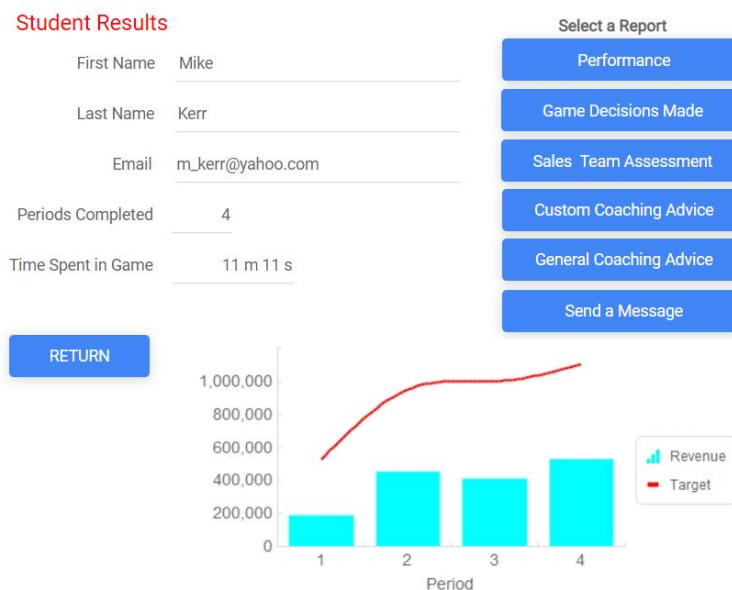
[EXPORT](#)[RETURN](#)

Results To-Date					
Email	Last Name	First Name	Period	Points	Quota Attainment
m_kerr@yahoo.com	Kerr	Mike	2	110	113%
susan_kerr@yahoo.com	Kerr	Susan	0	0	0%

By clicking on a specific student's email address, you can deep dive into each student's game decisions and results, or access coaching advice discussed in the next section.

Info Blast. This button allows you to compose a message that will be distributed to the game mailbox of all students registered for your simulation game. This is often used to provide a "welcome" message, to inform students about a period-four pause, or to provide other information you feel is important to communicate. Note: students registering for the simulation game after this message has been sent out will not receive it.

The **Student Results** screen provides a quick graphical snapshot of the student's performance, how many periods they have completed, and how much time they have spent working in the simulation game. There are also six additional options available. By clicking on **<Performance>**, you can review how the student is doing against the initial objectives you established for the most recent 6 simulation periods. By clicking on **<Game Decisions Made>**, you will be able to review the management decisions the student has made regarding their sales team. By clicking **<Sales Team Assessment>**, you can review the capabilities of the sales team they have built. Each report is created in a PDF format that can be downloaded or printed.



By selecting **<Custom Coaching Advice>**, a PDF report is generated that offers recommendations on how the specific student's performance can be improved based on current game market conditions and past student decisions. The report provides instructors with the information necessary to discuss the students' game performance. Students can purchase this report, within their Market Research tab, as of period 5 using their department's quarterly sales budget.

Selecting **<General Coaching Advice>** generates a companion report to the custom coaching report. It provides a quick list of tactical options the student could pursue to address the issues identified in the custom coaching report.

Finally, by clicking on **<Send a Message>**, instructors can compose a message that will only be sent to the specific student's simulation mailbox.

Managing Your SalesLeader.ca Account:

Admin menu option. The Admin menu provides options for you to review and update your SalesLeader.ca account from time to time. Should you need to change your password or email address, this can be done from the Admin menu using the **Update Password** or **Update Email Address** menu options, there is no need to contact SalesLeader.ca. Other information regarding your account can be updated from the **Account Profile** menu option.

Instructor Account Profile

Prefix	Dr. v	First Name	Peter	Last Name	Kerr
Job Title	Asst. Prof		Organization	Cape Breton University	
Website	www.cbu.ca		Country	Canada	
Email	peter_kerr@cbu.ca		Change Email Address		
Security Question					
Security Answer			(case sensitive)	Promotional Games Available	

Help menu option. This menu option gives instructors different sources of help-related information. First, the Instructor's manual (which you are now reading) and the Student user manual can be found by selecting the **User Manuals** menu option. In addition, the contact email address for SalesLeader.ca customer support can be accessed by selecting the **Customer Support** menu option.

Trial Account menu option. While not required, instructors often find it beneficial to play the game, as a student, once before introducing it into their sales management course. By choosing the **Setup a Trial Account** menu option, you can register and play the simulation game once for free as a student. The simulation will ask you to fill out some basic registration information. Once you have filled out the form and registered, you can go to www.salesleader.ca and log in as a student with the email address and student password you registered with. You should review the Student user manual before beginning the game.