

## First Strike

**This activity is modeled after a pre-emptive surprise attack employing overwhelming force.** It is based on the ability to defeat another power by destroying its arsenal to the point where the attacking force weakens an opponent's ability to continue war. First strike makes up the bulk of the proposed Boot Camp and involves Participants working together in small "squadrons". Each squadron is presented with their mission – a competitive scavenger hunt.

A completed scavenger hunt reveals information directing squadrons to their next manoeuvre. Throughout the morning/afternoon, squadrons are directed to move throughout the hotel to different "base camps." Each base camp requires the completion of specific skill-building activities that challenge:

- Knowledge of competitor data
- Ability to respond to competitive messaging
- Ability to respond to objections/questions from Customers
- Ability to conduct an end-to-end sales call where they have to uncover key Customer needs, ask questions, and effectively reposition the brand(s)

**COMPETITOR  
BOOT CAMP**

Through a series of challenges, Participants build confidence and learn to stand against the competition as opposed to retreating or surrendering. Squadrons move from base camp to base camp completing challenges and accumulating "strikes" against the competition based on their performance.

## Tactical Planning

In support of identifying tactics that can be used to blunt the competition, Participants create detailed action plans for key Customers. "Tactical Plans" are based on Boot Camp learnings and can be immediately implemented upon return to the field.



## COACHING AND SUSTAINMENT



Our unique solution also addresses the critical need for long-term sustainability of skills and behaviours. Typical training initiatives risk a loss of retention as they are often isolated, one-time events that depend on the motivation of the Participant to apply learned skills in the field. Competitor BootCamp, however, has been strategically designed to ensure the training investment has both short- and long term impact and directly supports business objectives.



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**COMPETITOR  
BOOT CAMP**

## COMPETITOR BOOT CAMP

For the promotion of products within a fiercely-competitive environment, Competitor BootCamp is a highly-charged, intensive and aggressive 2-day program designed to give Sales the ability to drive market share with a powerful, competitive arsenal. Competitor BootCamp goes well beyond simply a training course focused on clinical data and objection handling.

**Competitor Boot Camp – a rigorous 2-day sales intervention combining targeted Skill Drills, fantasy-camp style-roleplaying, hard-line Rapid Fires, and team strengthening.**

### COMPETITOR BOOT CAMP FEATURES

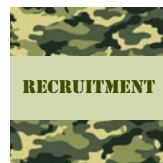
- An energizing and unifying theme followed throughout intended to empower the Field Force while creating the highly motivational “Us vs. Them” mentality
- Performance objectives aligned with organizational strategic goals
- A fun, engaging, and motivating learning experience vs. traditional sales training workshops
- Tools to shut down doubt around product safety and efficacy, and prevent market share loss and reduced niche in the treatment algorithm
- Development of skills that can be immediately applied in the field
- Sustainment tools designed to anchor the learning
- Delivered either internally by Subject Matter Experts or with external facilitators
- Builds on and incorporates your existing practices, policies, frameworks, methodologies, and content

### AUDIENCE

- The target audience for the proposed program are members of the Sales group.

### COMPETITOR BOOT CAMP RECRUITMENT

Competitor Boot Camp begins with all Participants notified that they have been recruited to “basic training camp”; a virtual “duffel bag” kicks-off the experience and includes Competitor Boot Camp pre-requisites such as pre-reading, self-directed study, field assignments and/or participation in “War Rooms” (teleconferences; webinars).



It is the LaunchBox Global approach that classroom training be directed at the practice and application of new skills using real world selling scenarios. Valuable classroom time is best spent on those activities that maximize group learning and prepare the Sales Representative for practical application of new skills in the field.

### COMPETITOR BOOT CAMP

#### Motivational Keynote Address

Competitor Boot Camp kicks off with a “David vs Goliath”-themed motivational keynote address to inspire Participants and establish that Competitor Boot Camp is a



unique skill-building experience unlike other sales programs. Kicking off Competitor Boot Camp with a motivational speaker generates excitement and enthusiasm, and sets the stage for building brand passion.

#### Camp Life

“Recruits” dine daily at the “Mess Hall”, work closely with facilitating “Sergeants”, and win and lose privileges based on Boot Camp performance. They also participate in a series of activities designed to challenge and build on competitive knowledge and confidence, and develop “big picture thinking” when planning and executing territory tactics.

#### Rescue Operation



create immediate accountability for action. Each platoon has timed opportunities to move around and work through each high-risk situation.

Rescue Operation seeks to investigate and eliminate challenges that are leading to market share erosion while empowering Participants to take ownership and responsibility for brand repositioning. Participants are first be divided into platoons and briefed on their missions by their Team Commander. Using a “Battle Plan” Template, each platoon is presented with a high-risk situation and corresponding background information. Platoons work to resolve identified issues, and devise targeted solutions that

