Salestice™

Predicting Sales Performance

One of the perennial challenges in sales is giving organisations and their sales leaders the ability to reliably predict how their people are likely to perform in different situations before they have to encounter them in real life.

Sales simulation models are far from new, but traditional sales simulations overwhelmingly tend to follow the flight simulator model: put multiple people through the same pre-defined scenario and test them against a single, unchanging environment. In aviation, that makes sense because pilots fly the same - or at least similar, models of plane where the controls, systems, and physics don't change from flight to flight. The only variables are weather, traffic, and maybe minor mechanical issues — but the core environment is stable. That consistency is what makes a flight simulator so effective for developing pilots' skills and reactions.

Sales, by contrast — especially in complex, consultative or enterprise environments — is fundamentally different. The "plane" isn't the same for every salesperson or every situation. Instead, every client, every conversation, every market, and even every internal sales dynamic is different. The terrain is dynamic, with multiple stakeholders, shifting business needs, evolving technologies, and human factors that vary wildly. Situational scenario-based simulation training cannot meet the case. Sales needs something quite different.

Predicting Future Sales Performance

Imagine a pilot climbing into a commercial airliner for their very first flight with hundreds of passengers on board—no prior practice, no simulated emergencies, and no opportunity to fail safely. The very idea is unthinkable.

Aviation has long recognised the importance of simulation: giving pilots the chance to experience, practice, and fail in a safe environment before they ever set foot in a real cockpit. This approach saves lives, builds confidence, and ensures that pilots meet the highest standards before they carry real passengers.

Yet in sales, we routinely throw people into high-stakes, revenue-critical situations with only rudimentary training—hoping that they'll somehow learn on the job. When they fail, it's not just personal; it affects team

morale, client relationships, and bottom-line results. For decades, sales organisations have relied on a combination of basic training and on-the-job experience to develop their sales force. But with complex products, longer buying cycles, and more sophisticated customers, that's no longer enough.

Why simulation matters in high-stakes environments, and sales training has failed to keep up.

It's astonishing that, despite the massive risks and high stakes involved in professional sales, the industry has never fully embraced simulation as a core part of training. Unlike aviation, healthcare, or the military — where failure is not an option — sales has relied on a sink-or-swim approach, throwing people into real-world deals with minimal practice. This lack of structured simulation has left sales professionals vulnerable to repeated mistakes, low confidence, and inconsistent performance.

The result? Up to 70% of salespeople miss their targets every year, putting themselves under stress, jeopardising client relationships, and eroding company profitability. The absence of simulation-based training perpetuates a cycle of mediocrity, where hope and hustle replace preparation and precision. It's a failure that no modern profession can afford to ignore any longer.

That's where Salestice—powered by the combination of the Sales Capability Assessment (SCA) and the Sales Behavioural Assessment (SBA)—comes into play. Much like a flight simulator, it allows sales leaders to measure and develop the key skills and behaviours of their team members in a controlled, safe environment—before they're put to the test in the real world. But unlike traditional simulations that focus on rehearsing set scenarios, this is *performance simulation*: it predicts how each individual will perform under pressure, based on their own unique combination of knowledge, judgment, and behavioural style. Salestice isn't just testing readiness. It's helping to see the future.

Salestice: Bridging Knowledge, Ability and Behaviour

The Sales Capability Assessment (SCA) serves as the technical simulator. It measures what a salesperson actually knows: the concepts, processes, and judgments that underpin successful selling. It tests real-world scenarios like qualifying leads, managing pipelines, negotiating deals, and delivering value-based solutions. Instead of relying on a résumé or an interview, sales leaders get an objective, data-driven view of who knows what—pinpointing strengths and highlighting areas that need improvement. Like a flight simulator assessing technical proficiency—navigation, communication, and emergency response—the SCA ensures every salesperson is technically ready to perform.

"Behaviour is greater than knowledge because in life there will be many situations where knowledge will fail but behaviour can still handle."

Chartered Institute of Sales Professionals Australia & New Zealand

With Sales Performance Simulation, powered by the combined strength of the SCA and SBA, sales leaders now have the tools they need to build high-performing teams—teams that are technically sound, behaviourally agile, and ready to succeed. It's the difference between hoping your team is ready and knowing they are.

Transforming Sales Performance with Simulation.

Investing in an SPS approach via Salestice is more than a development strategy—it's a commitment to excellence, to your people, and to your customers. It's about ensuring that when your salespeople step into the cockpit, they're not just hoping to get it right; they're prepared to deliver, every time.

In industries where the costs of failure are measured in lives, infrastructure, or reputational risk, simulators are an essential training tool — ensuring pilots, doctors, nuclear operators, and military personnel can practice under pressure without catastrophic consequences. Yet in sales — even at the highest levels, where deals can exceed tens or hundreds of millions of dollars — simulation-based training remains a rarity. and performance simulation non-existent. Despite the immense risk to revenue, reputation, and client relationships, sales professionals are often left to learn through trial and error in live environments. It's a paradox that urgently calls for change — and one that Salestice is designed to address.

A Chequered History of Chocolate Teapots.

Sales simulators aren't new. For years, the industry has experimented with various role-plays, scripted scenarios, and digital tools designed to mimic real-world selling situations. But like so many chocolate teapots — which look promising but fail dismally as soon as any heat is applied — a variety of sales-related simulators have consistently failed to deliver real or lasting impact. Chronic underperformance and high failure rates remain the norm, with more than 70% of salespeople still missing their targets year after year. Too often, these simulators are situational, generic, one-size-fits-all exercises, disconnected from real knowledge gaps and behavioural insights. They've lacked the personalisation and professional standards necessary to build true capability and confidence — leaving sales teams underprepared and organisations paying the price.

The root-causes of that widespread failure tend to boil down to the following:

1. **Simulation ≠ Real World Accountability**

   Many sales simulations focus on *role-playing* or *case study* exercises — but they invariably lack real stakes. Without genuine accountability tied to outcomes (like real-world quotas, client satisfaction, or reputation), people can "pass" a simulation without internalising lessons or truly changing their behaviour.

The Sales Behavioural Assessment (SBA) is the human factors simulator — but more than that, it gives you visibility into a salesperson's Sales DNA. It reveals how they're wired to behave under pressure, how they communicate across personality types, and how resilient and adaptable they are when faced with change. These behavioural traits often determine whether technical skill translates into real-world performance. Just as most aviation incidents stem from human error rather than mechanical failure, in sales, it's often poor communication, misalignment, or inflexibility that derail deals — even when knowledge is strong. The SBA makes those risks visible before they become costly.

When combined, the SCA and SBA create a holistic *Sales Performance Simulation* that allows sales leaders to fully understand their people. They can see who knows the mechanics of selling and who can adapt and thrive in the messy, unpredictable environment of real-world sales. They can see where development is needed—whether it's improving technical skills, building resilience, or enhancing communication style.

This performance simulation approach is not about catching people out; it's about understanding capability and then building confidence and competence. Pilots train in simulators because it's safer to fail there than in the sky. Salespeople deserve the same, but they need more. They need a space to practice, to get feedback, to build muscle memory for complex scenarios, and to learn how to respond to the inevitable challenges that come with any customer interaction. All in environment that is constantly in a state of flux.

Fig 1: Salespeople Meeting vs Missing Targets 2024
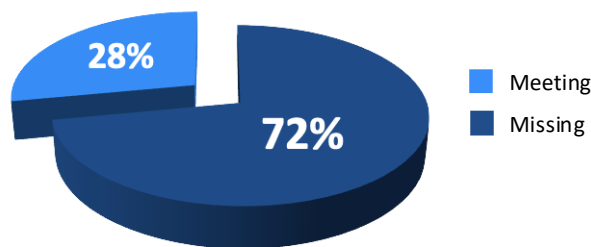
The benefits for organisations are compelling and immediate.

The benefits for organisations are enormous. Sales Performance Simulation ('SPS") reduces the risk of costly hiring mistakes by providing objective data on both technical and behavioural readiness before onboarding. It supports targeted development by aligning learning and coaching with the individual's unique profile—no more "sheep-dip" training that wastes time and money. It enhances team dynamics by helping leaders understand how different personalities interact and how to build cohesive, collaborative teams. It also provides a robust foundation for succession planning, ensuring that future sales leaders have the technical knowledge and the behavioural intelligence to lead.

72%

Percentage of Salespeople globally who failed to make target in 2024

Most importantly, SPS addresses the harsh reality that 70% of salespeople worldwide don't meet their targets each year. That failure rate is unsustainable, and it's often due to misaligned hiring, inadequate development, and a lack of behavioural adaptability. By investing in a performance simulation approach, sales organisations can flip that statistic—creating teams that are consistently prepared, resilient, and ready to deliver.

Just as the aviation industry would never dream of putting untested pilots in the sky, sales organisations can no longer afford to put unprepared salespeople in front of customers. The risks are too high, the costs too steep, and the opportunities too important to leave to chance.

2. One-Size-Fits-All Designs

Too many sales simulations are designed generically, treating every participant the same. They lack tailoring to each individual's knowledge gaps, behavioural styles, and specific development needs. That means strong performers may find them too easy and disengage, while weaker performers get overwhelmed or fail to connect the dots.

3. Insufficient Feedback and Reflection

Real learning requires deep feedback loops — what went well, what didn't, and why. Many simulations end with a score or a short debrief, but don't provide enough time for reflection, coaching, or structured follow-up. Without that, habits don't change, and people quickly revert back to their comfort zones.

"Well that is sheep dip training! In a nutshell you dip salespeople into a vat of methodologies, information and resources, hold them there for some time, then pull them out, shake them off and hope that some of the lessons stuck."

"The problem is they don't, and more often than not the return on investment is zero!"

4. No Behavioural Focus

Simulations often prioritise process and knowledge — "Do you know the steps?" — rather than the how: communication style, adaptability, resilience, and self-awareness. These are the traits that matter most in real, unpredictable sales interactions — yet they're harder to simulate or measure, so they're often overlooked.

5. No Integration With Real-World Development

Simulations are often stand-alone events, disconnected from ongoing learning, coaching, or development plans. Participants may enjoy the experience but lack a bridge to apply lessons back in the field — and no one tracks their growth over time.

6. Static, Repeatable, Predictable Scenarios

Some simulations use outdated or overly scripted scenarios that fail to capture the complexity and ambiguity of real sales environments. When the challenge isn't real enough, it doesn't stretch people's thinking or decision-making skills.

7. Organisational Culture

Even the best simulation can't overcome a sales culture that doesn't value learning or tolerates mediocrity. If managers don't support growth, if metrics are misaligned, or if the culture rewards hero selling over sustainable development, simulations become boxes ticked, not transformations achieved.

8. Inconsistent Measurement of Outcomes

Many organisations don't rigorously measure pre- and post-simulation performance, or they measure only short-term effects. Without consistent, objective tracking of skill application in the field, it's hard to prove or even know if simulations are delivering real value.

The concept of sales simulations has always had - and continues to have, enormous potential — but they invariably lack personalisation, integration, accountability, behavioural focus and occasionally all of the above. To drive consistent improvements, simulations need to be embedded in a holistic capability framework that bridges knowledge, behaviour, and real-world application. Only then can they truly shift the needle in individual sales performance.

Enter Salestice Sales Performance Simulation.

A Fundamentally Different Model for Sales Simulation and Forecasting

Unlike traditional situation-based simulations that place salespeople into generic, one-size-fits-all scenarios, Sales Performance Simulation offers something far more sophisticated: the ability to simulate the actual performance potential of an individual. Instead of relying on artificial role-plays or scripted situations, Salestice uses psychometric and capability-based assessments to project how salesperson will perform under pressure, adapt to complexity, and make real-world decisions. It doesn't just test what someone would do in a theoretical scenario — it reveals how they're wired to behave and think, and what that means for future sales success.

This approach is both deeper and more predictive. Situation-based simulations are limited by their static design: every participant is dropped into the same scenario and evaluated against a universal playbook. But sales in the real world doesn't follow a script — and neither should simulation. Salestice adapts to each individual's profile, offering insight into the unique blend of knowledge, judgment, and behavioural traits they bring to the table. It uncovers the gaps that situational models can't see, while offering a roadmap to close them. The result is a clearer, more personalised, and commercially valuable forecast of performance — before real deals or reputations are put at risk.

Salestice therefore is a breakthrough in sales development—offering not just simulation, but performance simulation. Unlike traditional models that rehearse set scenarios, Salestice diagnoses an individual's real-world knowledge and behavioural readiness, mapping their unique profile against future demands. It enables sales leaders to assess both what someone knows and how they'll likely perform—under pressure, with clients, and in evolving conditions. This is simulation not of one situation, but of sales reality. The result? Sharper hiring decisions, targeted development, lower risk, and a sales force prepared not just to handle the real world—but to win in it.

Fig 2: Salestice Performance-Based Simulations vs Traditional Models

ASPECT	SITUATION-BASED SIMULATION	PERFORMANCE-BASED SIMULATIONS
1. Simulation Type	Situational role-play exercises	Integrated performance and behavioural assessment
2. Core Purpose	Test behaviour in predefined scenarios	Forecast real-world performance potential
3. Basis of Evaluation	Performance in artificial sales situations	Individualised capability + behavioural analysis
4. Scenario Design	Static, same scenario for all participants	Dynamic – rooted in individual knowledge and traits
5. Degree of Personalisation	Low – generic approach	High – based on individual profiles
6. Predictive Accuracy	Moderate – depends on scenario quality	High – data-driven, trait-based modelling
7. Real-World Relevance	Limited – controlled, non-dynamic context	Strong – grounded in live capability data
8. Scalability	Limited – controlled, non-dynamic context	Highly scalable through digital tools
9. Development Guidance	Basic – post-activity debriefs	Robust – links directly to LMS and development plans
10. Use Case Suitability	Best for soft skill observation or training exercise	Ideal for hiring, development, readiness forecasting

1. Personalisation: Not One-Sized-Fits-All

Traditional simulations treat everyone the same, ignoring individual differences. Salestice SPS uses the Sales Capability Assessment (SCA) and the Sales Behavioural Assessment (SBA) to produce a personalised profile of each salesperson's strengths, weaknesses, and behavioural style. This means every simulation and learning plan is tailored to the individual, ensuring relevance and engagement.

2. Focus on Behaviours – Not Just Process

Many simulations focus on rote processes. The CISP approach, by integrating SBA insights, focuses on how people actually behave in high-stakes scenarios—how they communicate, adapt, and manage pressure. This brings the human factors that really make or break sales performance into sharp relief, ensuring simulations test and build the whole salesperson, not just their technical knowledge.

3. Real-World Context and Complexity

Rather than static, oversimplified scenarios, Salestice approach aligns simulations with real-world sales challenges drawn from modern B2B sales; complex buying groups, value-based selling, digital integration, and unpredictable client dynamics. This makes the simulation a true test bed for real-world performance rather than a game that doesn't translate back to the job.

4. Integrated Development Pathway

Unlike stand-alone simulations that stop at "scorecards," the CISP approach directly integrates SCA and SBA results into personalised learning journeys via the CISP's Learning Management System. Every insight and every gap revealed by the simulation flows seamlessly into targeted development, ensuring lessons are embedded and applied and performance improves incrementally and continually.

5. Accountability and Measurable Outcomes

Because Salestice is part of a structured capability framework, leaders can measure and benchmark individual and team progress over time. This continuous loop of assessment, simulation, development, and re-assessment means progress isn't left to chance or guesswork.

6. Culture of Professionalism and Ethics

Traditional simulations often suffer from a lack of cultural support. CISP's broader mission to professionalise sales ensures that simulations are not seen as isolated training exercises but as a cornerstone of a continuous improvement culture—reinforcing the idea that sales is a discipline to be mastered.

7. Holistic View of Performance

By combining SCA and SBA, Salestice assesses not just technical knowledge or behavioural style but the interaction between the two—how a salesperson's knowledge is deployed through their unique behavioural lens. This 360-degree view is essential for real transformation.

8. Direct Line-Of-Sight to Business Impact

Because SCA and SBA are mapped to the CISP Sales Framework, sales leaders can connect simulation outcomes to business KPIs—quota attainment, pipeline conversion, deal velocity—ensuring that training investments align with revenue growth and strategic goals.

9. Continuous Learning Integration

Where most simulators are stand-alone experiences that provide isolated snapshots of capability, Salestice is designed to integrate seamlessly with ongoing professional development. The results of each simulation feed directly into the CISP's LMS, ensuring that every learning opportunity is contextualised and built upon — rather than being left to fade into the background. This continuous loop of assessment, feedback, and tailored learning transforms simulation from a one-time event into a dynamic, evolving growth engine for every sales professional.

"In an industry where failure rates of 60-70% remain stubbornly high, sales simulators must do more than just mimic reality — they must transform it. Salestice is not another quick fix; it's a catalyst for real, lasting change that equips salespeople to win consistently in the complex, high-stakes world of modern selling."

Craig McKell
CEO – CISP ANZ

Conclusions

Salestice isn't just a better simulation—it's an integrated, personalised, accountable, and professional approach that addresses the root causes of why so many sales simulations have failed and continue to fail. By putting real-world complexity, behavioural adaptability, and continuous development at the heart of the experience—and connecting it all to measurable business outcomes—Salestice is set to transform sales professional development and performance in a way that's sustainable, scalable, and genuinely impactful.

Nor is it just another tool for sales leaders. Rather it's a catalyst for change — a chance to align every team member's capability and behaviour with strategic goals, fostering a culture of adaptability, resilience, and excellence. It's the moment when sales performance is no longer left to chance, but elevated to a profession, with every individual empowered to thrive in the complex, real-world dynamics of modern selling.

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