

Court in the Act!

A Sales Conference that takes place at the Bar! So no change there then!

We write your entire Sales Conference in the form of a courtroom drama. We put your Sales Director in the Dock accused of causing Grievous Bodily Harm to your competition due to his brilliant Sales and Marketing strategies. Instead of your key-note speakers just presenting from a lectern, they can be witnesses cross-examined by the prosecuting and defending barristers played by actors. Instead of just announcing the winners of previous incentives, they can be called into the dock and sentenced by the judge, also played by an actor:

“The gang known in the underworld as **“The Top 10 Salesmen”** step forward. You will be taken from this place and sent to Monte Carlo...May God have Mercy on your soul!”

Evidence can be presented in the form of questions, cross examination, physical exhibits, video evidence, slides, graphs, expert witnesses, etc., etc. We may even subpoena your Marketing Director as a **“Hostile Witness”!** The jury might be 12 of your Regional Managers and they can ask questions on behalf of their regions, or the Judge can even decide to throw the whole matter out into the Public Gallery.

Tense court-room drama combines with hilarious comedy to transform a potentially dry, predictable Sales Conference into a dramatic presentation involving all the material you need to communicate to your Sales Team in a compelling, fresh and memorable way!

“Call the first witness!...”