EduMarkets

Sales & Trading Simulation

Don't just teach products. *Build desk-ready traders and salespeople.*

New joiners step onto the trading floor knowing financial products. What they lack, and what traditionally takes months on the desk to learn, is how to manage real-time pressure, balance client relationships with desk risk, and execute seamlessly under market conditions.

The EduMarkets Sales & Trading Simulation is a trainer-led, multiplayer simulation that brings the intensity of a global markets desk into the classroom. Working in competing teams, participants manage real-time client flows, price complex orders, and handle inventory risk without real capital at risk.

The desk experience

Each team operates as a unified trading desk with salespeople driving client franchise value, and traders managing book risk and P&L. Neither can succeed in isolation.

Participants experience the authentic rhythms, tensions, and trade-offs of market-making:

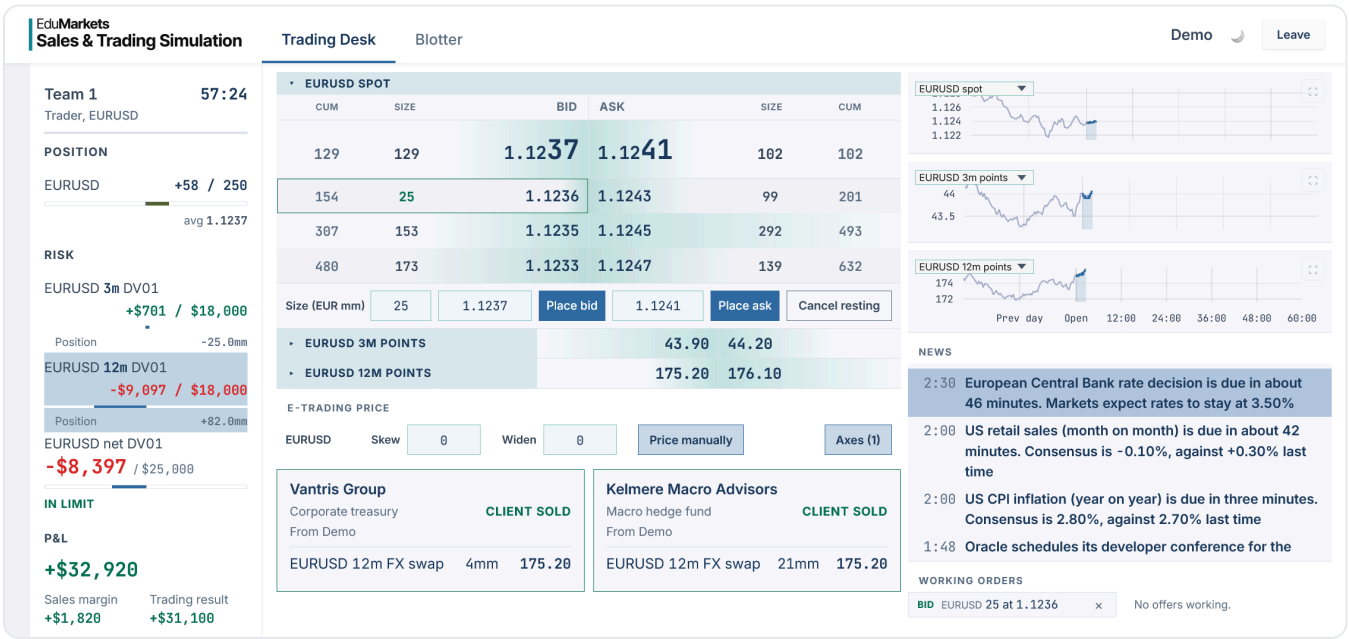
- **Real-time decision pressure:** Price orders under time constraints while clients wait on the line.
- **Flow-reading & risk selection:** Discover that winning every trade is not the goal, as some flows present severe adverse selection risk.
- **Franchise management:** Balance trade-level margins against long-term client relationship value.
- **Desk communication:** Replicate authentic floor dynamics where sales and trading must collaborate continuously to manage risk and protect the desk P&L.

Multi-asset coverage

01 **Foreign Exchange (FX)**
Spot FX, Outright Forwards, and FX Swaps. Manage corporate hedging needs and institutional asset manager flows across changing liquidity environments.

02 **Rates & Fixed Income**
US Treasuries, Interest Rate Swaps, and Treasury Futures. Price yield curve strategies, manage duration risk, and execute across the curve.

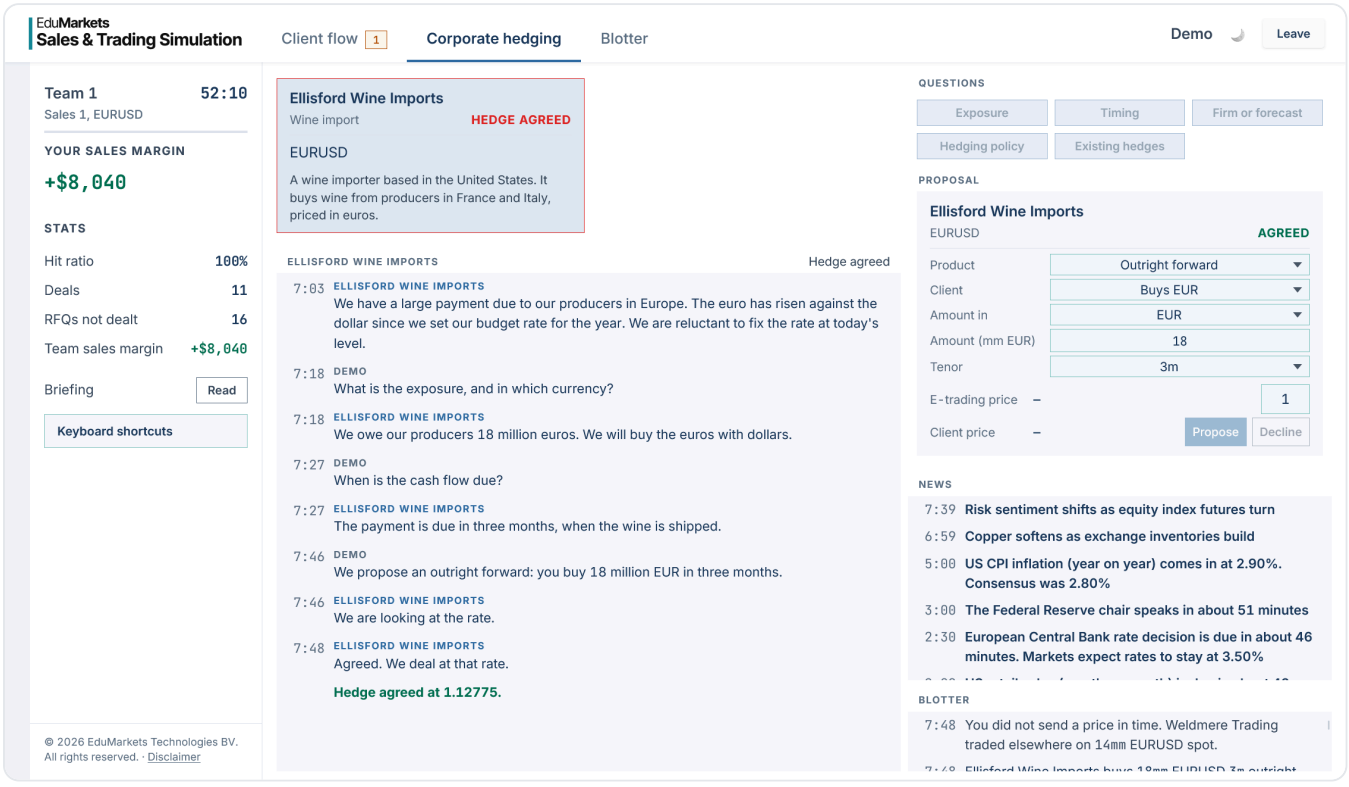
03 **High-Touch Equities**
Execute large block trades, price and manage programme trades, select the right execution algorithm on large agency orders, manage closing auctions, navigate information leakage, and handle conduct rules when unwinding principal risk.

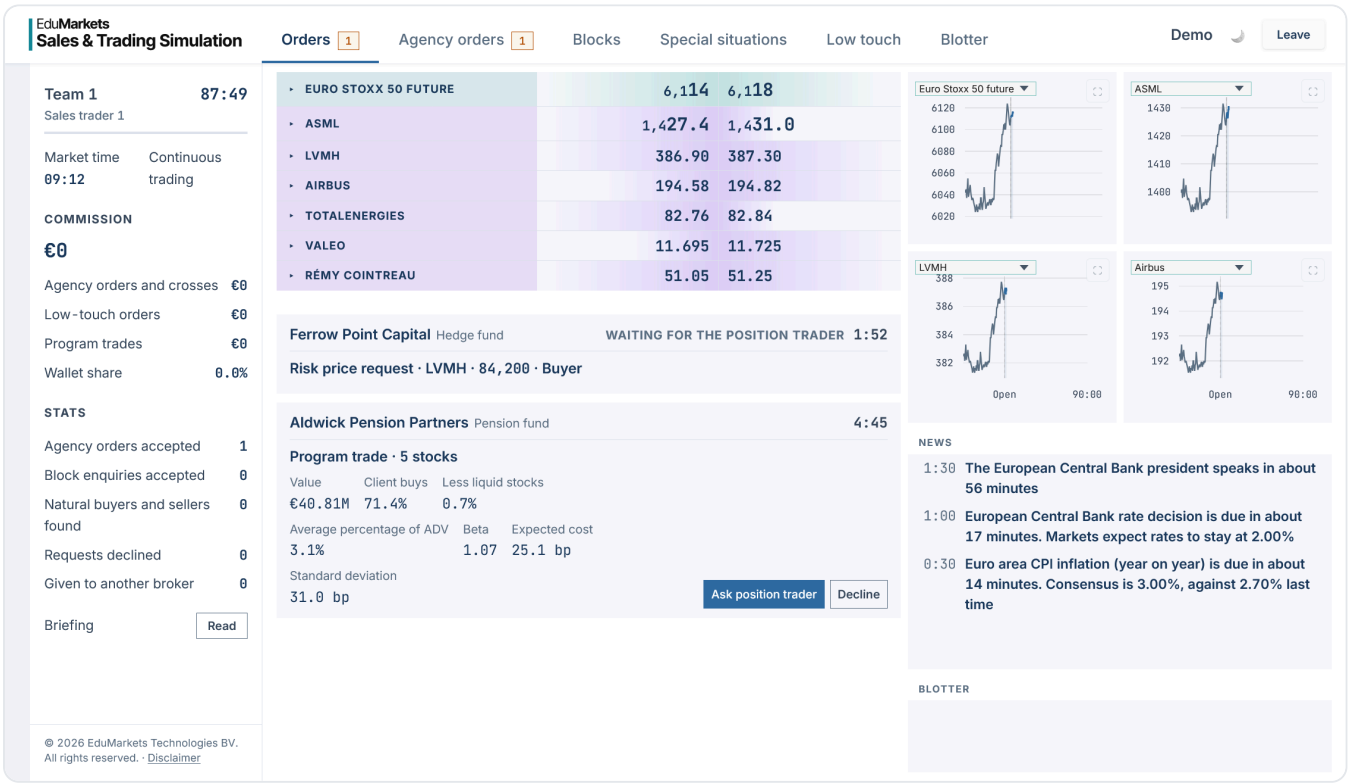


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Graduates return to the desk with day-one confidence because they have already navigated these critical decisions in the classroom.





Core learning outcomes

01 **Monetizing the Franchise & Managing Inventory Risk**

Participants learn how desks generate revenue by balancing bid-ask spread capture against the inventory risk from client flow. They discover firsthand why an aggressive sales trade can create a net loss for the desk P&L.

02 **Client Franchise Protection**

Speed and pricing competitiveness drive client retention. Participants practice weighing immediate trade profit against the multi-year value of an institutional client relationship.

03 **Consultative Sales & Flow Diagnostics**

Clients rarely call with simple orders. They call with risk problems. Sales participants learn to probe effectively, identify underlying corporate or portfolio exposures, and structure tailored market solutions.

04 **Adverse Selection & Market Intelligence**

Not all flow is equal. Participants develop the market intuition to identify informed flow, adjust pricing models dynamically, and protect the desk from toxic flow.

05 **Disciplined Risk-Taking & Conduct**

Every trade alters desk exposure. Participants practice managing position limits and conduct guidelines under stress, learning that high returns achieved by breaching risk mandates are never wins.

Why leading training organizations choose EduMarkets

- **Authentic Floor Dynamics:** Custom market mechanics reflect authentic microstructures. FX feels like FX, and Rates feels like Rates.
- **Full Facilitator Command:** Trainers adjust market volatility, client order flow volume, and inject macro news events on the fly to tailor intensity to any cohort level.
- **Infinite Replayability:** Every session generates a unique, synthetic market environment. Run parallel cohorts on identical data or play distinct market regimes across a multi-week program.
- **Data-Rich Debriefs:** Instant post-session analytics show team rankings, margin attribution, position histories, and execution speeds, giving trainers the exact data needed for impactful debriefs.
- **Zero-Friction Enterprise Deployment:** 100% browser-based with no software installation or participant account creation required.

Experience it live

See how EduMarkets elevates your graduate and global markets training programs. Contact us for an interactive demonstration across FX, Rates, and Equities modules.

Request a demo →

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