

ADP Role Play

Your Situation

You are an ADP Sales Representative calling on a prospective client. Your division of ADP, Small Business Services, sells outsource payroll and HR related services to small businesses. Much of your business is obtained through referral-based selling through clients, bankers, and accountants.

You will be meeting with John/Jane Smith, the owner/General Manager for Fine & Elegant Furniture, a furniture manufacturer that sells to large retail stores (Walmart, Target, Costco, etc).

The business began 40 years ago by the owner's father and has recently added Walmart as a client.

The company has added 6 new workers since acquiring Walmart as a client. Their employee count is currently 48 employees and broken down as such: 1 General Manager, 1 Controller, 4 supervisors, 40 line workers, and 2 administrative assistants. All 4 supervisors manage a specific line and are responsible for a shift of management (including overtime) and all aspects of labor costs (specific job/task cost management). John/Jane enjoys being involved with all decision-making with the company. His/Her controller, Patty Wilson, handles all payroll, HR, and benefits matters and currently uses Ez Payroll Chex. After reviewing past notes in Salesforce.com, you are aware that she faxes payroll information into Ez Payroll Chex for all 48 employees.

You are new to the territory and have not called on this account because they are an old ADP client from 5 years ago. They left because of price and the advice of their accountant to go with their current vendor. Many of the notes in the database describe Patty as very rude/short and John/Jane only cares about price. He/She granted you time today because you were referred by his business banker (AB Bank).

Your training has taught you that ADP's technology is what separates you/ADP from all other competitors. Online and paperless services have proven in recent times a more efficient way to do business. Unfortunately, John/Jane and Patty are not current with technology and still use punch cards for timecards. However, they do use online banking.

Your Task

You have an appointment because of your relationship with AB Bank and John/Jane would like to hear what is new with ADP. His/Her time is very valuable and your appointment is only for 15 minutes.

It is not feasible to gather information and close a potentially complex sale like this in only 15-minutes. Thus, gather the information you need, establish your trust, expertise, and potential solutions in the buyer's mind. Your goal is to obtain a follow-up appointment to present solutions based on their perceived needs, and ADP's more efficient outsourced processes.

Evaluation Criteria

APPROACH

(Scoring percentage- 5%)

Students will be evaluated on the skills, abilities, and efforts toward professionally introducing themselves, securing buyer's attention and building rapport.

PROBLEM RECOGNITION/NEEDS IDENTIFICATION

(Scoring percentage- 35%)

Students will be evaluated on the skills, abilities, and efforts toward understanding buyer's problems (e.g., current needs, converting implied needs to explicit needs) and the overall context (e.g., decision criteria, decision process, company information, etc.).

OBJECTION HANDLING

(Scoring percentage- 25%)

Students will be evaluated on the skills, abilities, and efforts toward gaining understanding of objections, answering to objections, and making sure that the objection is no longer a concern of the buyer.

COMMUNICATION & PRESENTATION

(Scoring percentage- 25%)

Students will be evaluated on the skills, abilities, and efforts toward communicating well, sharing product knowledge, using relevant visual aids, and involving the buyer in the conversation.

CLOSE

(Scoring percentage- 10%)

Students will be evaluated on the skills, abilities, and efforts toward taking the sales process to the next viable phase, presenting a reason to secure another meeting, and asking for a commitment for another meeting.

Note- Going from preliminary rounds to the final round some of the objectives will change slightly and those changes will be announced to the finalists during the competition.