



2018 National Sales Challenge

First Round Role Play Scenario

CDS-Xerox Role Play 1

2018 NSC 1st Round Role Play: Complete Document Solutions

You are a sales representative for Complete Document Solutions, CDS (www.cdsxrx.com) working full time out of its Fairfield, NJ office after successfully completing a summer internship. In the ten months, you have been with Complete Document Solutions, you have been working with small to mid-sized businesses and organizations across many industries, helping them improve their office workflow, productivity, and overall business practice through print management solutions, as well as customized IT solutions. Complete Document Solutions provides well-rounded offerings of business solutions that are customized for each business. In addition to selling Xerox multifunction devices, CDS also offers managed IT services. During this period, you have worked under the supervision of a senior colleague.

The Prospect

You are going to meet Pat Jones, the sole IT administrator at the law firm of Penny & Case, LLC (P&C) at their Newark, NJ headquarters. This is your first independent assignment, and you are anxious to sell to this prospect flawlessly. P&C specializes in the multifaceted healthcare industry, represents a wide variety of clients (e.g. Physician practice, healthcare providers, EMTs, healthcare employers, etc.) and prides itself in providing timely and efficient service of superior quality, as well as valuable industry insight to its expanding base of clients.

Pat Jones has been with P&C for 5 years. Pat manages all IT related issues for everyone in the company. Pat also manages the purchases from the IT vendors and negotiates the contracts. Furthermore, Pat manages the company's IT infrastructures, including printers. Given that P&C operates in two different locations, security, ease of use, and ability to solve problems remotely, are the most important factors for Pat when choosing IT equipment. Pat is the final decision maker for the IT equipment; however, he/she might be interested to gain the opinion of one of the IT-savvy partners of the company.

Background Information

James Gordon, a client of yours for the past six months, referred you to Pat Jones two weeks ago. Based on your preliminary research on the prospect, you have found out that P&C has been growing steadily in recent years. This resonates with James' personal assessment of their IT situation: "Pat seems to struggle to keep up with the routine demands and unforeseen issues". James also briefly hinted at Pat's constant struggle to maintain a network of printers at two different offices, as an example. You see an opportunity to suggest P&C upgrade their printers to some state-of-the-art printers that you have on your menu. You are confident that you can help Pat streamline the business workflow, and alleviate most of the concerns regarding maintenance. These are the new generation of printers that you proudly pitch them as smart printers!

A week ago, you emailed, and then called Pat Jones. Pat sounded interested in your overall proposal, but you also felt some hesitation when you bragged about printers as "smart printers"! You have scheduled an appointment with Pat. While you are excited to pitch some new printers, you are still anxious about how Pat might react to your idea.

Your Tasks

1. Meet and Build rapport with Pat Jones.
2. Understand the customer's needs with respect to printing solutions.
3. Get an understanding of the problems that Jones faces regarding IT and printing solutions.
4. Address Pat's concerns.
5. Present how CDS-Xerox will be able to offer valuable printing solutions to P&C.
6. Motivate Pat that your new printers are a good choice for their company.
7. Make sure Pat is ready to consider a proposal from you. Get the next appointment with Pat Jones to present your preliminary proposal.

2018 NSC 1st Round Role Play: Evaluation Rubrics

(On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree)

APPROACH & RELATIONSHIP BUILDING (Effectively gained attention and built rapport) 15%

- Greeted the customer professionally and established rapport
- Gained client's attention
- Demonstrated enthusiasm and confidence
- Demonstrated smooth transition into needs identification

NEEDS IDENTIFICATION (Obtained a clear understanding of client's situation) 20%

- Effectively determined relevant facts about client's concerns
- Asked effective questions, uncovered client's needs and requirements
- Effectively clarified needs of the client (discovered current problems, goals, etc.)

OBJECTION HANDLING (Eliminated concerns to client's satisfaction) 25%

- Initially gained better understanding of objection (clarified or allowed client to clarify the objection)
- Effectively answered the objection
- Confirmed that the objection is no longer a concern of the client
- Re-built trust in the relationship
- Established credibility

COMMUNICATION & PRESENTATION (Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication) 25%

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Exhibited product-market knowledge
- Reinforced value in relationship with CDS-Xerox
- Highlighted the gain for the client in offering enhanced benefits to their employees and clients
- Used appropriate/professional visual aids
- Effectively involved the client in the conversation
- Persuaded the client to "maintain the relationship"

CLOSE (Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment) 15%

- Asked for a next meeting to review the initial offering
- Client agreed to a meeting to review CDS-Xerox's ideas