



2018 National Sales Challenge

Second Round Role Play Scenario

CDS-Xerox Role Play 2

2018 NSC 2nd Round Role Play: Complete Document Solutions

You met with Pat Jones successfully and you have gathered relevant information on the printing needs of P&C. Your assessment is that P&C is ready for an overall upgrade of their entire printers. You have also noticed that there is an avenue for up selling in IT services that CDS can provide. As an example of their reluctance to upgrade their printing system to any system with cloud connectivity, Pat mentioned an incidence regarding a ransom-ware where P&C had to pay \$25,000 to have all of their data returned from a hacker. You think you can build a strong case around data security.

Among the many IT services that CDS provides, you think that the following three are the most relevant ones for P&C: Quarterly reports, Vendor Management, and Data Security and Disaster Recovery.

Given that P&C's business continues to grow substantially, you can figure that Pat Jones will be stretched thin at some point in the future regarding other IT activities, even if they purchase the new generation of the printers today. It is logical to assume that P&C will be forced to recruit another IT expert to help Pat. The other option for P&C could be outsourcing the IT services. CDS is a serious contender in this field. Not only are you confident that your outsourced solutions provide better security for P&C, but also you are sure that Pat will have more time to invest in more strategic issues of P&C business.

You are going to meet with Pat for the second time. You have arranged with Pat to present your preliminary proposal regarding the printing solutions. Seize this opportunity to pitch some of the IT services that you think are relevant to P&C's operation. You are hoping that you can sell the idea of IT outsourcing to Pat.

Your Tasks

1. Meet and reinforce your rapport with Pat Jones.
2. Present your preliminary proposal for the printing solutions
3. Address the concerns Pat might have.
4. Pitch outsourced IT services to Pat.
5. Address Pat's concerns over IT outsourcing.
6. Secure another meeting to present the final proposal.

2018 NSC 2nd Round Role Play: Evaluation Rubrics

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

APPROACH (Effectively gained attention and built rapport) 15%

- . Introduced himself/herself professionally and established rapport
- . Gained buyer's attention
- . Demonstrated enthusiasm and confidence
- . Demonstrated smooth transition into needs identification

NEEDS IDENTIFICATION (Obtained a clear understanding of customer's situation in order to prepare a customized presentation) 25%

- . Uncovered decision process (decision criteria and people involved in decision process)
- . Effectively determined relevant facts about company and/or buyer
- . Asked effective questions, uncovered buyer's needs and requirements
- . Effectively clarified needs of the buyer (discovered current problems, goals, etc.)

OBJECTION HANDLING (Eliminated concerns to prospect's satisfaction) 20%

- . Initially gained better understanding of objection (clarified or allowed buyer to clarify the objection)
- . Effectively answered the objection
- . Confirmed that the objection is no longer a concern of the buyer

COMMUNICATION & PRESENTATION (Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication) 20%

- . Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- . Exhibited product knowledge
- . Reinforced value in CDS services and relationship with CDS
- . Used appropriate/professional visual aids
- . Effectively involved the buyer in the conversation
- . Persuaded the buyer to buy services and build a relationship

CLOSE (Took initiative to move the sales process to the next step in a smooth fashion with mutual commitment) 20%

- . Showed persuasiveness in presenting a reason to buy
- . Asked for a commitment for a solution meeting
- . Client agreed to a meeting to review CDS-Xerox's solutions