



2019 National Sales Challenge

Second Round Role Play Scenario

CDS-Xerox Role Play 2

2019 NSC 2nd Round Role Play: Complete Document Solutions

You met with Alex Miller successfully and you have gathered additional relevant information on the printing needs of Garcia & Davis, LLP (G&D). Your assessment is that G&D is ready for an overall upgrade of its entire printer system. You have also noticed that there is an opportunity to up sell and offer them IT services that CDS can provide that would additionally benefit G&D. As an example of their reluctance to upgrade their printing system to any system with cloud connectivity, Miller mentioned an incident regarding a ransom-ware attack that required G&D to pay \$55,000 to have all their data returned from a hacker. As a result, G&D suffered from a week-long lack of productivity. You are confident 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 G&D: 1. Productive Monitoring and Maintenance, 2. Vendor Management, and 3. Data Security and Disaster Recovery.

G&D's business continues to grow substantially. With clients spread out across the country and Alex needing to manage printing and IT demands from two satellite offices and the headquarters, you believe Alex will be stretched thin very soon by additional IT requirements, even if they purchase the new generation of the printers today.

It is reasonable to project that G&D will need to recruit two additional IT professionals to help Miller meet the growing print and IT requirements. The other option for G&D 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 G&D, but also you are sure that Miller will have more time to invest in the more strategic issues of G&D.

You are going to meet with Alex Miller for the second time. You have arranged with Alex to present your preliminary proposal regarding the printing solutions. You want to seize this opportunity to introduce some of the IT services that you think are relevant to G&D's operation. You are hoping that you can sell the idea of IT outsourcing to Alex Miller.

Your Tasks

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

2019 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 additional 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