

**2023 National Sales Challenge**  
First Round Role-Play Scenario

**ORS Nasco Role-Play One**

**SELLER'S INFORMATION**

You are an ORS NASCO outside sales representative. You joined the sales team six months ago. You manage a territory covering NJ, eastern PA, DE, and the NYC Metro-area customers. Your accounts support the industrial, welding, safety, energy, and construction industries, and you have successfully worked with many of your largest current customers to assist them in securing significant end-user projects within the energy and construction sectors. In your outside sales role, you meet with your customers regularly to sustain and develop your relationship with them and uncover unidentified needs they may have.

You are meeting with Jessie Rivers, the VP of Purchasing at MAPLE LEAF INDUSTRIAL, a central NJ distributor that supports several large construction companies throughout the state, such as Zachary Construction Company and SUNDT Construction. Jessie has recently been appointed to this role. You previously collaborated with the former VP of Purchasing at MAPLE LEAF INDUSTRIAL to explore the conversion of safety product lines to ORS NASCO. Although Jessie was a part of the purchasing team previously, your interaction with Jessie has been limited so far.

MAPLE LEAF INDUSTRIAL currently purchases 87% of its sales directly from manufacturers who also supply products to ORS NASCO. The remaining 13% of sales is distributed among T4 SAFETY, ORS NASCO, BAINJER, PAIRFAS, AMAZON, and TUFFNECK. During your meeting last quarter with the former VP of Purchasing, Jessie's predecessor, you learned that they recently won a large, ongoing opportunity for multiple hand tool, safety, and abrasive items that they need to source. Most of these items or categories have not been previously purchased from ORS NASCO.

**ORS NASCO INTRODUCTION**

ORS NASCO is the largest pure wholesaler of industrial supplies in North America, catering exclusively to distributors across the region (<https://youtu.be/rSIHPb5ltDk>). ORS NASCO provides access to a diverse range of over 200,000 SKUs<sup>1</sup> of premium products from more than 600 brands. These products are utilized across various sectors such as industrial, welding, safety, energy, electrical, construction, HVAC, MRO<sup>2</sup>, PVF<sup>3</sup>, plumbing, janitorial, and the rental channel markets. With a network of eleven strategically situated distribution centers, ORS NASCO efficiently serves the needs of its rapidly growing distributor customers. Above all, ORS NASCO prides itself on a very knowledgeable and approachable salesforce, availability of products, and speed of delivery.

ORS NASCO's distributor relationships are well-rounded across the entire country supported by its comprehensive product range and unique services. With this versatile portfolio, ORS NASCO presents a warehousing solution that ensures prompt care for its customers. ORS NASCO's long-standing supplier relationships and branded offerings, along with its exclusive private label brands "Anchor Brand<sup>®</sup>", Best Welds<sup>®</sup>, and B-Line" provide a good, better, best solution in all product categories.

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<sup>1</sup> Stock Keeping Unit

<sup>2</sup> Maintenance, Repair, and Operations

<sup>3</sup> Pipes, Valves, and Fittings

When it comes to wholesale supply, the ORS NASCO stands out. It is because ORS NASCO operates as a pure wholesaler, abstaining from competition with its customers by not selling directly to end-users. ORS NASCO partners with its distributors to provide a single-source wholesale solution. Given the breadth of products ORS NASCO carries, it is often very economical for the buyers to place their orders as bundles to ORS NASCO. An industry report estimates the burden of placing any standalone PO, purchase order, from \$80 to \$120. It is a real cost to the buyer due to the time and resources required to search and contact an appropriate supplier and negotiate the terms.

ORS NASCO works with distributors to elevate profitability, reduce working capital, drive sales, and provide enhanced service offerings. Depending on the size and needs of the distributor, ORS NASCO provides access to lines and brands the distributor cannot source directly or through their current suppliers. When a customer is already purchasing lines directly from the manufacturer but needs items in a smaller pack size or more quickly, ORS NASCO can provide timely fill-in support. Live inventory, improved cash flow, shorter lead time, competitive pricing, stocking ability, and supplier consolidation are all additional benefits of partnering with ORS NASCO.

## **BUYER COMPANY**

MAPLE LEAF INDUSTRIAL is a distributor with a primary focus on supporting the construction industry and was established in 2013. Their operational scope includes the tri-state area (New York, New Jersey, and Connecticut). They currently purchase a selection of their lower-volume safety items from ORS NASCO in a range of \$1,500-2,000 quarterly. You know the big, ongoing opportunity they won spans multiple categories that can all be sourced through ORS NASCO and this is an opportunity to expand your partnership with MAPLE LEAF INDUSTRIAL.

## **SELLING CONTEXT**

ORS NASCO pays the shipment costs for orders larger than \$1,500 to Tri-state customers. Orders can be shipped as a Parcel (via UPS - Shipping Company) or LTL<sup>4</sup> (via R&L - Shipping Company). The buyer pays the shipment costs for orders less than \$1500. Shipment fee for orders less than \$100 also includes a \$5 small order fee. There is no order minimum. ORS NASCO's fulfillment time and delivery from the location distribution center in Harrisburg, PA to central NJ is within 1-2 business days. Orders shipped from elsewhere in the network arrive in 2-7 business days depending on when and from where it ships.

## **YOUR TASKS**

1. Enhance the relationship between MAPLE LEAF INDUSTRIAL and ORS NASCO
2. Understand the customer's needs related to the large opportunity
3. Establish the value proposition through clarifying the:
  - a. Delivery costs/freight
  - b. Price comparison
  - c. MOQ, minimum order quantity
  - d. Fulfillment time
  - e. Product assortment
4. Present a competitive solution to win the entire ongoing business opportunity
5. Close the deal- converting the identified products to ORS NASCO.

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<sup>4</sup> Less than Truck Load - freight shipping

## **EVALUATION RUBRIC**

Your performance will be evaluated against the rubric below by industry experts and executives.

### **APPROACH & RELATIONSHIP BUILDING**

#### **Effectively gained attention and built rapport – 20%**

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

### **NEEDS IDENTIFICATION**

#### **Obtained a clear understanding of the customer's situation – 20%**

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

### **OBJECTION HANDLING**

#### **Eliminated concerns to the customer's satisfaction – 20%**

- Initially gained a better understanding of the objection (clarified or allowed the customer to clarify the objection).
- Effectively answered the objection.
- Confirmed that the objection is no longer a concern for the customer.
- 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 – 20%**

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding) and nonverbal communication (body language, posture, facial expressions, eye contact, etc.).
- Exhibited product-market knowledge.
- Reinforced the value in the relationship with ORS NASCO.
- Highlighted the gain for the customer in offering enhanced benefits to their employees and customers.
- Used appropriate/professional visual aids.
- Effectively involved the customer in the conversation.
- Persuaded the customer to build a relationship.

### **CLOSE**

#### **Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment – 20%**

- Asked for the commitment of the customer to buy the identified products from ORS NASCO formally.
- The customer agreed to buy.

**APPENDIX – Product List for bid opportunity**

	Category	Product	Supplier	Product ID	ORS Nasco everyday price	Competitor Prices	CUSTOMER SUPPLIED BY
<b>1</b>	Safety	N95 Mask	3M	142-8210	\$18.93/bx of 20	\$18.64/bx of 20	<b>T4 SAFETY</b>
<b>2</b>	Safety	Ear plug	Honeywell	154-MAX-30	\$32.10/bx of 100 pair	\$31.30/bx of 100 pair	<b>PAIRFAS</b>
<b>3</b>	Safety	Gloves	PIP	112-34-874/L	\$4.510/pair of gloves	\$3.58/pair of gloves	<b>BAINJER</b>
<b>4</b>	Safety	Coverall Suit	Dupont	251-TY120S-L	\$122.10/cs of 25	\$203.17/cs of 50	<b>PAIRFAS</b>
<b>5</b>	Safety	Safety Glasses	Kimberly-Clark	412-22475	\$5.662/pair	\$4.91/pair	<b>T4 SAFETY</b>
<b>6</b>	Safety	Gas Monitor	Honeywell BW	126-BWC2-H	\$102.44 each	n/a	<b>ORS NASCO</b>
<b>7</b>	Hand tools	Pipe wrench	Rigid	632-31105	\$111.71/wrench	\$112.13/wrench	<b>TUFFNECK</b>
<b>8</b>	Hand tools	Hand Tool Kit	APEX Crescent	181-CTK180	\$167.64/set	\$175.29/set	<b>BAINJER</b>
<b>9</b>	Abrasives	Grinding wheel	3M	405-076308-64320	\$108.35/cs	\$105.84/cs	<b>AMAZON</b>
<b>10</b>	Abrasives	Stringer Bead	Weiler	804-13131	\$14.021/each	n/a	<b>ORS NASCO</b>
<b>11</b>	Chemical Lubricant	Brakleen	CRC	125-05089	\$55.356/cs of 12	\$4.591/can	<b>TUFFNECK</b>
<b>12</b>	Marking	Marker	La-Co	434-28850	\$115.656/bx	n/a	Exclusive to <b>ORS NASCO</b> for 6 months

**Note:** ORS NASCO is not the price leader in most products, but they are providing higher overall value for the buyer.