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WAYNE, NEW JERSEY

# FIRST ROUND ADP ROLE PLAY

## ADP Role Play 1 (2016)

You are an ADP sales representative and have been working in developing your territory for a year now. Your division of ADP, Small Business Services, sells outsourced payroll and HR related services, such as retirement benefits packages, to small businesses. As part of your relationship-building exercise you decided to call on your client, a small technology service company, *Juno Technologies*. Founded in 2008, *Juno Technologies* has just over 40 employees. *Juno Technologies* provides IT services in the areas of ecommerce, content management, and customer relationship management.

You will meet Pat Smith, the owner of *Juno Technologies* who works out of their Wayne office in NJ. Smith has been your client for the last four months and you are excited to meet with him again. Much of your business is obtained not only through 'Partner Referral Rewards' but also from satisfied clients. Most often, satisfied clients are willing to share referrals.

You spoke with Smith three weeks ago to make the appointment and he expressed some concerns on retaining some of his seasoned, top talent. You immediately considered the retirement benefits package that ADP offers and would like to use this meeting to understand Smith's needs and see if this would be a good fit.

Yet, when you called to confirm the appointment two days ago, Smith was hesitant about meeting you and wanted to first get some other stuff in order. Your first objective is to ensure he is satisfied with the ADP Run HR411 (payroll, tax, and compliance) that was installed four months ago. You heard from your friend, Mark, at *Juno Technologies* that Smith had spoken to his business associate Martha Southard recently. Smith believes that she pays far less than him for her company's use of payroll services. But, you know that some low-cost competitive services don't offer the kind of flexibility, convenience, and other value-added services ADP can provide.

Even as you prepare for the call, you are conscious of how firms such as *Juno Technologies* approach their relationship with ADP. Clients like Smith assess your competence and trustworthiness before recommending you to their friends, suppliers, and customers. As you knock on Pat's door, you wish you knew why Smith was hesitant to even meet you and did not bring up the price issue directly with you!

Your Task:

- Establish that the client is satisfied and trusts you
- Understand the customer's needs and illustrate how ADP's retirement products can help
- Work towards your business objective of finding new prospects (get a referral!)
- Get a next appointment with Smith to provide more details on retirement benefits package.

## 2016 NSC First Round Role-Play Evaluation

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

### **APPROACH & RELATIONSHIP BUILDING** (*Effectively gains attention and builds rapport*) – 15%

- Introduced himself/herself professionally and built 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*) – 25%

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

### **OBJECTION HANDLING** (*Eliminate concerns to client's satisfaction*) 20%

- 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
- Built trust in the relationship
- Established credibility

### **COMMUNICATION & PRESENTATION** (*Communicates well, demonstrated product knowledge, used visual aids, is 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 ADP
- Highlighted the gain for the client in offering enhanced benefits to employees
- Used appropriate/professional visual aids
- Effectively involved the client in the conversation
- Persuaded the client to "build a relationship"

### **CLOSE** (*Takes initiative to move the meeting to the next step in a smooth fashion filled with mutual commitment*) 15%

- Requested referral
- Client committed to provide referral
- Client agreed for a meeting to discuss ADP's retirement benefits package