



RUSS BERRIE INSTITUTE
FOR PROFESSIONAL SALES
WILLIAM PATERSON UNIVERSITY

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COTSAKOS COLLEGE OF BUSINESS
WAYNE, NEW JERSEY

SECOND ROUND ADP ROLE PLAY

ADP Role Play – Round 2

Pat Smith from *Juno Technologies* has secured an appointment for you to meet Milan Dunn from “*Millennium Technologies*”. *Millennium*, a NYC-based organization is in the business of cyber security solutions. They help clients uncover any potential threats in their existing system, handle incidence response, and provide cyber security related consulting services. They have 3 offices spread across 2 states. Pat noted that Dunn is the CEO of *Millennium*. Dunn has spent the last four years growing his business and has had little time or interest in its administrative operations. From Pat you were able to gather some additional information:

- There are about 45 employees that work at *Millennium*. They are currently using a computer program called Payroll Basix to handle their payroll. The system allows them to calculate gross to net breakdowns per employee to show how much each employee needs to pay in taxes along with the tax liability for the organization.
- Payroll Basix also produces signature ready forms at the end of each quarter for Dunn to file but does NOT take liability for the taxes being accurate or paid on time. As payroll is not Dunn’s forte, *Millennium* has incurred several tax penalties.
- *Millennium* has new opportunities to work for the Department of Defense, thus employee background checks is now critical for *Millennium*.
- Dunn is overwhelmed with the amount of questions he gets from the employees around policies and procedures. All the employees have different interpretations of how things work. Nothing is in writing.
- Lastly, Dunn is making every effort to attract and retain top talent as competition continues to increase.

Your training has taught you that ADP offers a variety of Human Resource Packages that can help shield businesses such as *Millennium* in 2 key areas: the Government and her/his own employees. Through ADP’s HR411 package, Dunn will have access to HR professionals to help walk them through everything they must do to protect *Millennium* from any unforeseen compliance issues, fines, or lawsuits. In addition, this service offers the ability to create employee handbooks, employee job descriptions, and retirement benefits.

Your task –

1. In your meeting with Dunn, you must follow the steps of the sale and gain commitment from him/her to move forward with ADP. The steps are:
 - a. Build rapport
 - b. Set an agenda
 - c. Tell him/her about ADP and your role with ADP
 - d. Probe extensively for needs and address any concerns Dunn may have
 - e. Execute some ‘trial closes’
2. When you are done probing for needs with Dunn, your task is to close for subsequent appointment with him/her to present ADP’s solution and close for the sale (Finals).

Second Round Role-Play Evaluation

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

APPROACH (Effectively gains attention and builds rapport) 15%

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

NEEDS IDENTIFICATION (Obtains 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 (Eliminates 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 (Communicates well, demonstrated product knowledge, used visual aids, is 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 ADP services and relationship with ADP
- . Used appropriate/professional visual aids
- . Effectively involved the buyer in the conversation
- . Persuaded the buyer to buy services and build a relationship

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

- . Showed persuasiveness in presenting a reason to buy
- . Asked for a commitment for a customized demo