



# 2017 National Sales Challenge

First Round Role Play Scenario

CDS-Xerox Role Play 1

## 2017 NSC First Round Role Play: CDS-Xerox Role Play 1

You are a sales representative for Complete Document Solutions, LLC (CDS-Xerox; see the website at [www.cdsxrx.com](http://www.cdsxrx.com)) working full time out of its Fairfield, NJ office after successfully completing a summer internship. In the ten months you have been with CDS-Xerox, an authorized sales agency for Xerox Corporation, you have been working with small to mid-sized businesses and organizations across many industries, helping them improve their office workflow, productivity, and overall business practice through a cluster of printers and print management solutions. By working with CDS, customers have access to the global resource of the Xerox Corporation, while benefiting from local office technology experts.

You will meet Pat Jones, the Director of IT at the law firm of Parker & Campbell, LLC (P&C) at their Newark, NJ headquarters. P&C specializes in the multifaceted health care industry, represents a wide variety of clients (e.g. physician practice, healthcare providers, EMTs, healthcare employers, etc.) and prides itself in providing timely and efficient service of superior quality, as well as valuable industry insight to its expanding base of clients.

Jones has been your client since six months ago when they signed a 36-month lease for two B405s, One B8055 and one C8055 (In the office equipment industry many organizations decide to lease equipment as it allows organizations to get into cutting edge technology with no capital investment, achieve transition into newer technology more conveniently, and upgrade or downgrade the technology as their needs change). A week ago, you had called to schedule this meeting as Jones had indicated, while closing, they may be looking for additional equipment for the P&C's Summit office in six months' time after assessing the performance of their Newark installation.

You were concerned when you found Jones was a bit evasive in agreeing to meet with you and sighted issues with existing installation. You want to check up on Parker & Campbell, LLC by meeting Jones and gain a better understanding of his/her concerns to ensure customer satisfaction and discuss new business after making sure that the concern is addressed to P&C's satisfaction. Pat Jones has been with P&C for 5 years as the Director of IT. He/She is responsible for setting up users to the network to print, scan, etc. Ease of use and ability to solve problems remotely are important to Jones when choosing office equipment. Jones is solely involved in the decision-making process for the Xerox equipment.

You were surprised to learn of his/her concerns since, in your judgment, the machines had performed well, and Jones had expressed satisfaction during your "30-day account visit", 30 days after the installation. His/her current lack of enthusiasm also brings into question your ability to obtain a referral which you were hoping to accomplish around this time; as usually six months were enough to assess a vendor's performance and trustworthiness before recommending to other law firms, clients, friends, etc., from their networks. As you knock on Jones' door, you wish you knew why he/she was hesitant to even meet you!

### Your Task:

- Establish that the client is satisfied and trusts you
- Understand the customer's perceived problem and illustrate how CDS-Xerox will help to resolve the problem
- Work towards your business objective of finding new prospects (get a referral!)
- Close the business for the Summit office requirement or get the next appointment with Pat Jones to discuss it.

## 2017 NSC First Round Role Play Evaluation Rubrics

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

### **APPROACH & RELATIONSHIP BUILDING (Effectively gained attention and built rapport) - 15%**

- Greeted the customer professionally and established 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) - 20%**

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

### **OBJECTION HANDLING (Eliminated concerns to client's satisfaction) 25%**

- 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
- Re-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) 25%**

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Exhibited product-market knowledge
- Reinforced value in relationship with CDS-Xerox
- Highlighted the gain for the client in offering enhanced benefits to their employees and clients
- Used appropriate/professional visual aids
- Effectively involved the client in the conversation
- Persuaded the client to "maintain the relationship"

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

- Requested referral
- Asked for a next meeting to discuss requirements for the Summit office
- Client committed to provide referral
- Client agreed for a meeting to discuss CDS-Xerox's solutions for the Summit office