



2017 National Sales Challenge

Second Round Role Play Scenario

CDS-Xerox Role Play 2

2017 NSC Second Round Role Play: CDS-Xerox Role Play 2

Pat Jones from the law firm of Parker & Campbell, LLC (P&C) has referred you to Daryl Dunn, procurement manager for Peter S. Hall & Associates (PSHA). Anna James, the inside telemarketer at CDS-Xerox, has succeeded in having a short telephone conversation with Dunn. She has scheduled this meeting for the two of you. She has gathered the information below and has inserted it into the Salesforce.com. You accessed the information via your Salesforce account and were notified of the appointment in your calendar.

Established in 2006, PSHA is a mid-sized law firm specializing in immigration and is located in Jersey City, New Jersey, with a satellite office in Edison, New Jersey. It is a full-service firm focused on obtaining green cards, all types of temporary visas and filing for US citizenship. The firm conducts seminars on the rights and legal actions undocumented immigrants can take to legalize their status. Furthermore, it represents clients who are facing deportation and removal. It has a staff of 45 employees, which includes partners, attorneys and administrative staff who handle over 700 cases per month.

Daryl Dunn believes that by using the right type of document solutions and technology, the firm can operate more reliably, eco-friendly, effectively, save money, and therefore offer its clients faster and more efficient quality service and more value. Your own research into PSHA has uncovered the following:

- It is customary for immigration attorneys to provide printed documents about certain information for the clients regarding their status, the filings, their options and their next appointment
- Typically law firms' printing needs include regular printing, scanning and emailing
- Given their location, your boss suspects that they may require a lot of translation services
- PSHA has been using its existing Konica Minolta and HP printers that were procured when the law firm was established
- In the past several years law firms have also begun using electronic portal for the clients to login, access personal information and follow the status of the various filing and updates from the courts
- If PSHA provides electronic access to its database of clients then they would want to make sure that they prevent cyber security breaches and assure their clients about that
- Although typical contracts for printing ran for 3-5 years, it was not clear as to whether PSHA was still in any sort of service contract or lease arrangement with its existing vendors given that they procured their machines a while ago
- Finally, Pat Brown, the General Counselor takes the final call on all procurement for PSHA

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 CDS-Xerox. The steps are:
 - a. Build rapport
 - b. Set an agenda
 - c. Tell him/her about CDS-Xerox, its offerings and your role with CDS-Xerox
 - d. Probe extensively for needs and address any concerns Dunn may have (e.g. specific types and the expected volume of printing, document management, and data related needs, if any)
 - e. Execute some 'trial closes'
2. When you are done probing for needs with Dunn, your task is to close for a subsequent appointment with him/her to present CDS-Xerox' solution and close the sale (finals).

2017 NSC Second 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 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-Xerox's services and relationship with CDS-Xerox
- . 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