

2024 National Sales Challenge
Second Round Role-Play Scenario

ORS Nasco Role-Play Two

SELLING CONTEXT

You are meeting with **Andy Murray**, the head of Purchasing, of SUNRISE SUPPLY six months after your successful onboarding of them with ORS NASCO. They started shifting some power tool and safety business to ORS NASCO from PAIRFAS immediately after coming on board and for a few months thereafter. You noticed that some of those items haven't been purchased in the last two months and set up a meeting to understand the change in the purchase trend; see Tables 1 and 2, and Figure 1.

In this meeting, you aim to maintain the relationship with SUNRISE SUPPLY by ensuring the customer is satisfied with the service they receive from ORS NASCO and scale up the relationship by supplying more of the products that ORS NASCO offers. This relationship will also help SUNRISE SUPPLY achieve their annual buying quota which they must purchase from several preferred suppliers combined. This buying quota is a predetermined amount or volume of goods or services that a buying group member is expected to purchase from the buying group's preferred suppliers to maintain their membership in the group and maximize their 1% DISTRIBUTOR UNITED ALLIANCE's rebate.

YOUR TASK

- Maintain and expand the relationship between ORS NASCO and SUNRISE SUPPLY.
- Understand what happened to the Power Tool and Safety business and gain the commitment to purchase those again through ORS NASCO

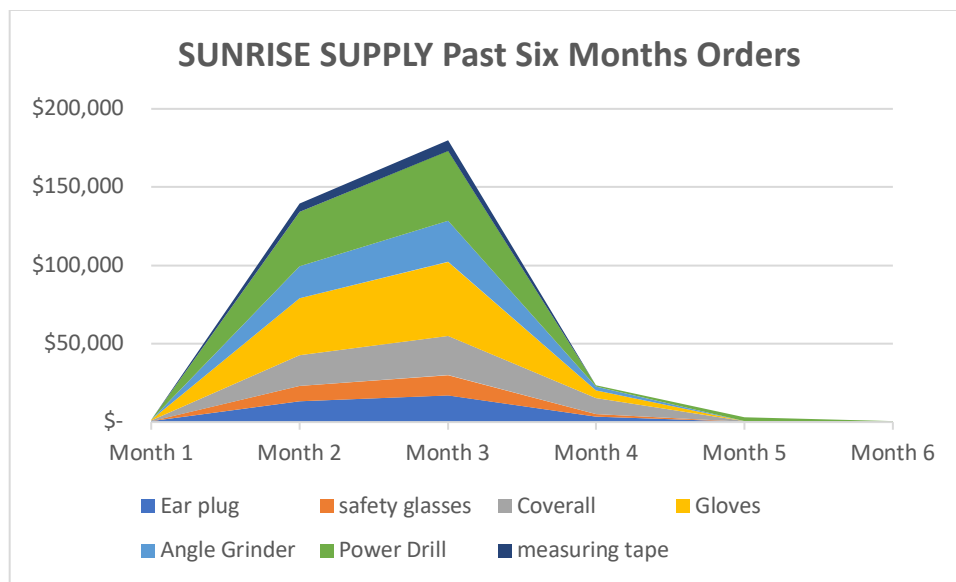
Table 1: ORS NASCO Product List for Bid Opportunity

Category	Product	Supplier	Product ID	ORS NASCO everyday price
Safety	Ear Plug	3M	247-311-1250	45.60/box of 200
Safety	Safety Glasses	Jackson Safety	138-50007	3.98 per pair
Safety	Coverall	Kleenguard	412-44323-15	137.13 per caes of 25
Safety	Gloves	MCR Safety	127-1700XL	115.80 per dozen
Power Tools	Angle Grinder	Dewalt	115-DWE402	92.835 eac
Power Tools	Power Drill	Milwaukee	495-2903-22	320.804 per kit
Hand tools	Measuring Tape	Stanley	680-33-725	26.32 per each

Table 2: SUNRISE SUPPLY Past Six Months Orders

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	MTD
Ear Plug	\$ 456.00	\$ 13,224.00	\$ 17,058.96	\$ 3,602.40	\$ 273.60	\$ 91.20	\$ -
Safety Glasses	\$ 59.70	\$ 9,950.00	\$ 12,835.50	\$ 1,592.00	\$ 19.90	\$ 15.92	\$ -
Coverall	\$ 685.65	\$ 19,472.46	\$ 25,119.47	\$ 10,147.62	\$ 137.13	\$ -	\$ -
Gloves	\$ 231.60	\$ 36,592.80	\$ 47,204.71	\$ 4,747.80	\$ -	\$ -	\$ -
Angle Grinder	\$ 92.84	\$ 20,423.70	\$ 26,346.57	\$ 2,506.55	\$ 278.51	\$ -	\$ -
Power Drill	\$ -	\$ 34,646.83	\$ 44,694.41	\$ 962.41	\$ 2,245.63	\$ 320.80	\$ -
Measuring Tape	\$ -	\$ 5,185.04	\$ 6,688.70	\$ 26.32	\$ -	\$ -	\$ -
TOTAL	\$ 1,525.79	\$ 139,494.83	\$ 179,948.33	\$ 23,585.10	\$ 2,954.76	\$ 427.92	\$ -

Figure 1: SUNRISE SUPPLY Past Six Months Orders Visualization



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 – 15%

- 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 – 25%

- 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 to buy formally.
- The customer agreed to buy.