



**Russ Berrie Institute for Professional Sales**  
**2026 National Sales Challenge**  
**Role-Play 1**



**Exclusive Role-Play Product Sponsor**

**Russ Berrie Institute for Professional Sales**  
**2026 National Sales Challenge (NSC) Role-Play 1**

**SELLER'S INFORMATION**

You are a Hibu sales representative. You joined Hibu approximately one year ago and are responsible for helping small and medium-sized businesses grow through digital marketing solutions. Your territory includes local service businesses throughout the Northeast region, such as automotive services, professional services, and other home-service organizations.

In your role, you meet with business owners and decision-makers to better understand their business objectives, customer acquisition challenges, and growth opportunities. Many of your clients are experts in their own trades but do not have dedicated marketing staff or the time to manage multiple digital marketing platforms. Your responsibility is to understand their situation, identify opportunities for improvement, and determine whether Hibu can help them achieve their goals.

Over the past several weeks, you have been attempting to connect with **Jordan Reynolds**, owner of **Reynolds Roofing**. Reynolds Roofing is a locally respected roofing contractor that has operated successfully for nearly two decades. Although the company has built a strong reputation in its market, you have observed several opportunities to improve its digital presence. After several outreach attempts, Jordan agreed to meet with you for a brief introductory conversation.

This will be your first formal meeting with Jordan.

**HIBU INTRODUCTION**

Hibu helps small and medium-sized businesses attract, convert, and retain customers through an integrated digital marketing platform called Hibu One. Hibu's roots trace back to the Yellow Book, one of the most recognized local print advertising providers in the United States. Over time, Hibu evolved into a leading digital marketing organization focused on helping local businesses compete effectively online.

Unlike many marketing agencies that focus on a single tactic or channel, Hibu provides an integrated solution that combines website optimization, search engine marketing, search engine optimization, online reputation management, review generation, listings management, marketing automation, and performance reporting through a single platform. Hibu's objective is to simplify digital marketing for business owners who lack the time, expertise, or resources to manage multiple vendors and platforms.

Hibu's clients receive support from their local account manager through quarterly business reviews and ongoing assistance as needed. Through Hibu One, business owners can monitor leads, customer interactions, reviews, and marketing performance 24/7 through a centralized dashboard, while Hibu's digital services team continuously optimize campaigns on their behalf. As consumer search behavior continues to evolve, Hibu helps ensure small businesses evolve with it to be well-positioned in traditional search and emerging AI platforms. Rather than replacing traditional digital marketing, Hibu's approach integrates AI-ready content with search engine optimization, paid advertising, social media, and local search to maximize online visibility.

## **BUYER COMPANY**

Reynolds Roofing is a family-owned roofing contractor based in New Jersey, serving residential and light commercial customers within 15 miles of Wayne, New Jersey. The company specializes in roof replacement, roof repair, storm damage restoration, inspections, and preventative maintenance programs. Like many successful roofing businesses, Reynolds Roofing relies heavily on referrals, repeat customers, and local reputation to generate business. Roofing projects represent significant investments for homeowners and commercial property owners, making trust and credibility important factors in the buying process.

The roofing industry is highly competitive and increasingly influenced by digital channels. Potential customers frequently search online for roof repair, roof replacement, storm damage services, and emergency roofing assistance. Online reviews, local search rankings, website quality, and response speed all play a significant role in influencing customer decisions. As a local business, Reynolds Roofing prides itself on building long-term customer relationships and differentiates itself through exceptional service after installation. The company routinely provides minor incidental repairs and maintenance support for up to ten years following a roof installation, often at no additional charge. This commitment to customer service has helped the company generate repeat business, referrals, and a strong reputation within the community.

## **SELLING CONTEXT**

You know very little about Reynolds Roofing's current marketing strategy. Through your preliminary research, you have identified a company website and several mismatched and outdated online directory listings (on Google and Yelp). You have also noticed that some roofing competitors appear higher in local search results than Reynolds Roofing.

This initial meeting is intended to help you better understand the business and determine whether Hibu may be able to support Reynolds Roofing's future growth objectives. Your goal is to secure Jordan's commitment to participate in a personalized Hibu webinar<sup>1</sup>. During the webinar, Jordan will have the opportunity to learn more about Hibu's integrated digital marketing solutions, proprietary platform, and real-time results available in the Hibu One Dashboard. The webinar will also include a discussion of Reynolds Roofing's business goals, current digital presence, and opportunities to develop a customized digital marketing strategy designed to generate qualified leads and support future growth.

## **YOUR TASKS**

1. Establish rapport and build credibility with the prospect.
2. Understand Reynolds Roofing's current business situation, growth objectives, customer acquisition methods, and challenges.
3. Explore the prospect's current marketing efforts, online visibility, customer engagement practices, and competitive environment.
4. Determine whether Hibu may be an appropriate strategic partner by identifying areas where Hibu's capabilities may create value.
5. Clearly communicate the value of participating in a Hibu webinar demonstration.
6. Obtain Jordan Reynolds' commitment to attend a future Hibu webinar.

---

<sup>1</sup> In real world, these webinars take place after the first meeting is conducted. For logistical reasons during the competition, the document is already made available to the students with other competition documents.

## **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 – 20%**

- 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 – 20%**

- 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 Hibu.
- 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 of the customer to schedule the Hibu webinar.
- The customer agreed to the scheduled webinar.