



Russ Berrie Institute for Professional Sales
2026 National Sales Challenge
Role-Play 2



Exclusive Role-Play Product Sponsor

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SELLER'S INFORMATION

You first met with Jordan Reynolds, owner of Reynolds Roofing, two weeks ago when he agreed to attend a Hibu webinar that demonstrated the capabilities of the Hibu One platform and showcased how Hibu helps local businesses improve their visibility, generate leads, manage customer reviews, and measure marketing performance.

Since that time, Jordan attended the webinar and participated actively throughout the presentation with you and the Digital Specialist. During the webinar, several customized recommendations were made based on the needs of the business and Jordan's goals for the next year. A copy of the webinar that Jordan has participated is made available to you.

Today's meeting is intended to review your recommendations, as discussed on the webinar. You need to utilize what you have learned about the needs of Reynolds Roofing & Jordan's goals for the business to recommend the solution that will best fit those needs, prove value in your recommendation, and determine whether Reynolds Roofing will move forward with Hibu as a marketing partner.

HIBU SOLUTION

Hibu One is Hibu's all-in-one digital marketing solution. Unlike a standard fixed-price marketing package, Hibu One is priced using a performance-based model. The recommended monthly investment depends on the customer's size, growth potential, market opportunity, competitive environment, and expected return on investment. Using these factors along with what you uncovered about the goals and needs of the business, the digital specialists created four customized recommendations for Reynolds Roofing. You have received a copy of these recommendations, found in the Reynolds Roofing Customized Hibu Solutions. The document presents four recommendation options, each representing a different level of marketing investment and market coverage.

You are responsible for consulting the business owner on which recommendation best fits their own goals using the information gathered during your previous discovery meeting, along with the information below, to determine which monthly investment is best and make the sale. Your recommendation should reflect the customer's current business size, financial position, growth objectives, and future market opportunity, and you should be prepared to explain why your recommended option best aligns with Jordan Reynolds' business goals.

SELLING CONTEXT

Reynolds Roofing currently generates approximately \$1.8 million in annual revenue and has 12 employees. The company continues to maintain a strong local reputation and receives a significant portion of its business through referrals and repeat customers.

Additional business information estimates available to you:

- Gross Margin: Approximately 35%

- Net Margin: Approximately 15%
- Current Capacity Utilization: Approximately 80%
- Current Lead-to-Sale Conversion Rate: 20%

Because the company is currently operating at approximately 80% capacity, Jordan believes there is room to grow revenue before additional staffing and equipment investments become necessary.

Like many roofing companies, Reynolds Roofing experiences fluctuations in lead volume due to seasonality of their business and faces increasing competition from nationwide contractors investing heavily in digital marketing.

When evaluating the four recommendations in the Reynolds Roofing Customized Hibu Solutions, prioritize the services Reynolds Roofing would like to promote and their desired market reach. Because Hibu's pricing is customized for each client, ensure your recommendation reflects the level of investment truly needed to support the customer's business goals.

In selecting your recommendation, you should consider the following:

1. **Business Profile:** Current annual revenue, gross margin, net margin, and lead-to-sale rate.
2. **Growth Opportunity:** Current capacity utilization and desired expansion opportunities
3. **Marketing Strategy and Tactics:** The geography the customer wishes to compete in, the services they want to promote, the number of keyword phrases, and their long-term business growth objectives.
4. **Hibu's Proprietary Data:** Approximately 10% of website clicks convert to leads.

After selecting your Hibu recommendation, you must present and justify your proposal to Jordan Reynolds during the second meeting, including the recommended monthly investment and the rationale supporting your recommendation.

Your objective is not simply to present features. Instead, you must help Jordan understand how the proposed Hibu One investment aligns with the company's business goals, supports future growth, and generates measurable financial returns. You should be prepared to explain why the Hibu recommendation is the most appropriate solution for a company of Reynolds Roofing's size, profitability, current operating capacity, and long-term growth ambitions.

YOUR TASKS

1. Re-establish rapport and confirm your understanding of Reynolds Roofing's business goals and challenges.
2. Utilize the Reynolds Roofing Pricing Information to determine the most appropriate Hibu digital marketing recommendation.
3. Present and justify your pricing recommendation.
4. Demonstrate the expected business impact and return on investment associated with the proposed solution.
5. Address concerns and objections professionally while reinforcing Hibu's value proposition.
6. Differentiate Hibu from alternative marketing providers and do-it-yourself solutions.
7. Close the deal and obtain Jordan Reynolds' commitment to move forward and purchase Hibu One.

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 Hibu.
- Demonstrated the expected business impact and the return on investment associated with the proposed solution
- 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 the customer to purchase Hibu One.
- The customer agreed to purchase Hibu One.