MKTG 3600 – Professional Selling

In-Class Role Play Assignment & Scenarios

THE SITUATION:

We met at a Kalamazoo Chamber of Commerce meeting. I saw you using your Android based, Sprint EVO smartphone and expressed an interest in it. I told you that I was starting up a national sales force and would need to outfit these sales people with smartphones. You suggested we meet to discuss the various smartphone options. I told you I was already close to purchasing the i-Phone for all my salespeople, but liked the look of the Sprint EVO you were using so I was willing to talk to you about it. I gave you my card and told you to set something up with my secretary. You scheduled this meeting with Jane Dixon, my secretary, but didn't speak directly to me. (This scenario applies to all of the sessions except the phone call session – see table for that)

WHO AM I?

Based on our conversation at the Chamber of commerce meeting you know that I am the national Sales Manager for International Insurance Group (IIG). IIG is based in London and is currently entering the United States insurance market. I have been hired to create a national sales force for the company. I have an undergraduate degree from WMU and a MBA from Michigan State as well as 15 years experience in the business insurance market. Otherwise you know little about me as IIG does not have an active web site yet for its US operations and we only spoke briefly.

WHO ARE YOU?

You are a sales representative for Morris Communications, Inc., a local company that sells pagers, cell phones, and other such personal communication & organization tools. You have 2 years experience with Morris, and previous to that you were a student at WMU. Morris has been in business since 1986 when it started selling pagers and is still run by the founder, John Morris.

THE ROLE-PLAYS:

Each role-play will build on the others, thus it is imperative that you attend each role-play session. After each role-play we will summarize the information that will carry forth to the next session. For instance, at the end of the "needs id" session, we will summarize the identified needs and designate those as my official needs for the presenting role-play. Likewise, at the end of the presenting role-play session we will summarize what information has been officially presented to me and make that the official starting point for the objections role-play.

To prepare each student should become familiar with the Sprint Evo (google it). Students should take this preparation seriously and failure to know this product will adversely impact your role-play performance and thus your grade.

The logistics of the role play is as follows: the students for the day will be sent into the hall, and one-by-one they will enter the classroom and come to my desk at the front of the class. From there we will role-play the specific topic for 5-6 minutes. The appropriate starting and ending point for each interaction is listed under that topic's scenario. We will use the Spotlighting timer to help you keep track of time. We will then have a class discussion of the performance. The entire interaction will last no more than 9-10 minutes.

All students should pay close attention to each role-play participant's performance as I will start the class discussion by randomly picking someone off the class list to begin the feedback process. A good way to evaluate the performances is to use the following model:

- **Keep:** What things were done well and thus the individual should plan to keep doing those things?
- **Start:** What things were missing and thus the individual should plan to start doing those things?
- **Stop:** What things were done poorly and thus the individual should plan to avoid those things?

On the following page are the specific details of each role-play scenario. Review those carefully.

Topic		Scenario
<u>ROLE-PLAY #1</u> **APPOINTMENT SETTING**		**Start Point:** Sitting at front of room facing the chalk board, say "ring-ring" and I will "answer" in the back of the room. We will talk without looking at each other to simulate a phone interaction. ▪ **Scenario**: You saw the Insurance Industry Register article (see course web site) and decided to cold call me to gain an appointment so we could discuss you cell phone services. **End Point:** Gain an appointment for a face-to-face meeting.
<u>ROLE-PLAY #2</u> **NEEDS ID**		**Start Point:** Enter the room like this is a new meeting. Thus begin by introducing yourself, do CLAP, and jump right into needs ID. **End Point:** Do a summary of needs using a highlighter on the PQ worksheet and close by requesting a follow-up meeting.
<u>ROLE-PLAY #3</u> **PRESENTING**		**Start Point:** Enter the room and sit down, act like this is a different meeting then the Needs ID meeting, but act like have already done CLAP (no surprises in my answers) and thus start the meeting by saying, "so, shall we get down to business?" Begin your presentation from there. **End Point:** Ask if I have any questions or concerns, like you would if you were making the transition into the "objections" part of the call.
<u>ROLE-PLAY #4</u> **HANDLING OBJECTIONS**		**Start Point:** Enter the room and sit down, act like this is a continuation of the "Presenting" meeting, but that I had to take a phone call and I have just hung-up. I will turn to you and say, "Now, where were we?" Start your inquiry into possible objections from there. **End Point:** Expect to have to handle about three objections, and after I am done objecting and you ask "do you have anymore concerns?", I will answer "No I think that just about covers it." At that point you will be done.
<u>ROLE-PLAY #5</u> **CLOSING**		**Start Point:** Enter the room and sit down, act like this is a continuation of the "Objections" meeting. You handled my objections and asked me if I had anymore, I said no. Then I will say, "well I guess I will need to think about it." Pick up your closing attempt from there. **End Point:** With your close complete, EDGE your way out of the meeting. Realize that a close may or may not be a sale. There are other "successful" closes I may allow you to achieve, even if I won't give you the sale. Thus, be ready to close more than just a full sale.

<u>HOW TO DO WELL</u>: For each role-play, successful students will demonstrate that they have understood and are capable of using the selling models we have addresses in class. Thus, students should <u>not</u> try to "wing" this assignment; instead a good performance will be a good execution of the models taught in the course. I am more interested in good use of the model, even if you are awkward with it, versus a smooth role-play that fails to use the relevant model or technique.

NOTE: Students should feel free to improvise some elements of the role-play (i.e. make some stuff up if you have to!). I will plan to roll with those elements. However, such improvisation should not substitute for basic product knowledge, but instead fill in other details that may crop up in the role-play. The point of this assignment is to have you successfully execute the selling technique, so that will be the first and foremost concern of mine as I grade you.

If you have any questions, please contact the instructor.