# MKTG 3600 – Professional Selling
# Appointment Phone Call Assignment Description

## PURPOSE / LEARNING OBJECTIVE:
The purpose of this assignment is to have each student make a phone call with the intent of setting up a face-to-face appointment. Sales phone calls are common prospecting methods, and sales success can often hinge on successful appointment setting. Thus, this assignment is designed to build the phone calling skills of the students, which in turn should enable the students to be more successful prospectors.

## THE TASK:
Each student will sign-up (in-class) for a 10 minute time slot and call me on the date indicated on the syllabus. You should call me at my office number 387-5799. You will represent Morris Communication (just like the in-class role-plays), and I will be Jim Eckert, the new VP of the International Insurance Group. You were sent an email from your boss with a short paragraph from the Insurance Industry Register, so that is what you know about me. Your boss thinks that if I am building a new sales force I might be receptive to the idea of providing hardware (e.g. smartphones) and cellular service (you represent all major cellular service carriers) to this new sales force.

Your task is to use the basic script we have worked on in MKTG 3600 and attempt to gain a 30 minute appointment with me. You should expect that I will express a few objections. These objections will fit the categories of objections covered in Chapter 5 and you should respond to them in the way suggested in Chapter 5.

If the student is not successful in obtaining an appointment on the scheduled day, he or she will need to call back on during the next scheduled office hours I have (look at syllabus and figure this out). Your second call can be a complete "start-over" and thus you can act like you have never called before.

I will not return calls – it is your responsibility to call at your scheduled time slot. If for some reason I don't answer please don't leave a message, just hang-up and immediately call back.

Students should review the "Insurance Industry Registry" document (on the course web site) to gain an understanding of who I am for the purposes of this role-play phone call (I am not your professor!). In addition, students should also review Chapter 5 during their preparation for this call. I am assuming each student has basic familiarity with cell phones and cell phone service, but you might want to spend some time looking at business oriented smart phones (e.g. Blackberry) if you have no familiarity with those. You don't need a great deal of product knowledge for this call, but you should understand the basics.

## THE GRADING STANDARDS:
- **On Time**: It is simple: make the phone call during the scheduled time you selected, or you will receive zero points for the assignment. Second attempt call-backs (if necessary) should also be made during that time window.

- **Professionalism**: The phone call should be made in a professional manner. Remember you are not calling to discuss with your instructor how you <u>would</u> make a call. You <u>are actually making a call</u>, with the intent of obtaining an appointment.

- **Use of Course Models**: Does your call stick to the recommended behaviors outlined in Chapter 5? Do you follow the basic script? Do you handle objections in the recommended ways?

- **Success**: Quite simply: do your efforts result in an appointment? In other words, if this were an actual business situation, would I have scheduled an appointment with you?

See the course web site for a copy of the grading form I will be using in this assignment.