

MKTG 3600 – Exercise #2

NAME: _____

The Scenario: You do sales for a lawn service / plowing service company in the Metro Detroit area and you met the cartoonist, Jef Mallett at Royal Oak Chamber of Commerce meeting. He mentioned that he still mows his own lawn and shovels his own walk, but probably thinks that is stupid given how busy he is. You mentioned you have clients in his area and would be glad to speak to him about an annual mowing/plowing contract. He said he would listen for about 15 minutes but he admitted the thought of paying someone else to do those things went against his small town roots. You set an appointment with him for next week.

Purposeful Research: Research Jef Mallett and develop three insights based off of what you find, use the three insights listed in the table below. Use the table below to identify the fact you discovered, what insight that suggests, and how you would use that insight in your meeting.

	Fact / Piece of Information	What is your insight? What will you do?
Connection Insight		
Question Insight		
Persuasion Insight		

CLAP: Write out your script for the CLAP model for your first meeting with Jef Mallett. Be sure to include all of the elements of the CLAP model and assume he says the expected answers when you ask him your questions. Write an ACTUAL script.

Connect:

Logistics:

Agenda:

Permission: