

# MKTG 3600 – Professional Selling

## SALES CALL ASSIGNMENT DESCRIPTION

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### PURPOSE / LEARNING OBJECTIVE:

The purpose of this assignment is to have each student make a simulated face-to-face sales call. Thus, this assignment is designed to have the students put together all of the techniques, models and methods they learned in the course with the intention of executing an effective sales call. NOTE: because of time constraints the call will involve all aspects of selling from needs identification through closing, even though in a real setting, these would often be done over a series of meetings.

### THE TASK:

#### **Logistics:**

- ❑ You will be “calling” on me on one of the dates listed on the syllabus – you select that date via a sign-up form distributed in class.
- ❑ The location of these sales calls will be room 1150 in Schneider.
- ❑ All students must dress in traditional business attire.
- ❑ All students **must bring the USB Plug-In device** they received at the conclusion of their Speed Selling assignment.
- ❑ The call will last approximately 25 minutes and we will have an additional 10 minutes to discuss your performance, plus about 5 minutes to handle the logistics of the assignment. There are no clocks in the offices and thus you will need to be aware of time. If I (as customer) think you are going long I will push you along with some sort of “I need to get to my next meeting” type prompt. It will be your job to adapt and push the meeting quickly towards conclusion.

#### **Preparing for the Call:**

- ❑ You represent Crystal Mountain Resort and you will need to research their offerings in the areas of (1) business meeting facilities, (2) accommodations, (3) food and banquet services, and (4) recreational and other activities. Highly prepared students have created a well organized, easily navigated binder of information on these areas.
- ❑ You will be calling on me. I will be the person described in the “Final Call Scenario” document posted on the course web page.
- ❑ You should definitely watch the example call to help you prepare for the sales call

#### **The Call Itself:**

- ❑ You should begin the role-play the moment you enter my “office” and remain in character until you leave. After you are finished, I will call you back into the room to discuss your performance.
- ❑ You should execute the relationship focused, question-centered, adaptive selling approach that is at the heart of this course. DO NOT utilize a “tell & sell” approach. Specifically, the call should include an appropriate opening (CLAP), a needs identification phase (PQ Worksheet Approach), a benefits presentation phase (VPC), an objection handling phase, a gaining commitment phase and a wrap-up/exit phase (EDGE). In other words, it should be a full sales call.
- ❑ You should focus on the application of the specific techniques / methods / models we covered in class. While being “smooth” won’t hurt you, it is not a prerequisite for a high scoring sales call. I will reward a somewhat awkward execution of the class models over a smooth presentation that ignores these.

### THE GRADING STANDARDS:

- **On Time:** As is true in a real sales call – don’t be late. I will incorporate your tardiness into the sales call and make your life that much more uncomfortable!
- **Professionalism:** You should conduct yourself as a business professional at all times during the call. You should also strive to use the effective communication techniques we covered in class.
- **Apply the Central Concepts of the Course:** Demonstrate that you know and can execute the core techniques / methods / models of the course and you will score well on this assignment. Please review the “Sales Call Evaluation Form” that is available via the course web site. I would also suggest reviewing the video related to this assignment that is on the course web site. Both of these will offer you a good idea of what I will be looking for in your performance.

**If you have questions concerning this assignment please contact me.**