

MKTG 4600 – Call #2 Assignment Description

Purpose: Call #2 is designed to allow students the opportunity to use their presenting, objection handling and closing skills to successfully present relevant solutions to the buyer's needs and challenges and direct the meeting to an appropriate outcome. This will require the use of the course models (e.g. CLAP, VPC, CRC, anti-Stall, Etc) in a realistic call environment. Lastly, this assignment will help improve student's preparation and teamwork skills.

The Task: Each group will have gained a 60 minute time slot and the basic schedule for each team will be: 2 minutes start-up, 35-45 minute call, 3 minutes video logistics, 10 minutes feedback.

Each group should be prepared to

- Start this meeting using the CLAP model.
- Use a "previous meeting recap" in place of the company introduction (using a PP Worksheet works well here as a visual organizational tool).
- Address each of the main needs/concerns/challenges that the buyer expressed in the previous meeting (Call #1) using the VPC model.
- Organize and direct this presentation using your PPW.
- Avoid false presenting by bringing in proof, data, demonstrations, and bring to life approaches into your presentation in order to bring persuasiveness and "umph" to the points you make.
- Deal with objections and questions (that will come at any time) using the CRC model.
- Return to your PPW and do a final summary of the points you made and the value your solution delivers as a set-up for your closing question..
- Make a clean and direct ask for commitment.
- Use the circle back to address any hold back issues the buyer has (going 360 degrees back with another clean, direct ask).
- Utilize the anti-stall techniques like check pulse and the "no commit".
- Exit with a strong and complete use of the EDGE model (including a strong "extend").
- Use great teamwork
- Be smooth and salesperson like.

The time limit on the call itself is 45 minutes, however, I will not be enforcing that as Dr. Eckert (like I did in Speed Selling), but as customer Eckert. I will expect you to manage the clock but if you start to overstay your welcome I will say something to you as customer (e.g. "I have another meeting so we need to wrap this up"). In the past this has caused groups to close in a rushed and ineffective way.

IMPORTANT NOTE: As you prepare keep two very common problem areas in mind:

1. **Disorganization:** Students must bring a great organization to the presentation. It is strongly suggested you combine the use of the PPW and the VPC model in order to achieve organization.
2. **Lack of Depth & Umph!** Many groups give weak and unconvincing presentations. They do not use "bring to life" strategies at all, or use them half heartedly. SIGNIFICANT effort and time should be put into ensuring that your presentations are convincing and interesting. Last semester at least 60% of the groups failed in this area and 0% were consistently strong here.

Grading: Please review the Call #2 Evaluation Form on the web site – that is what I will use. I will evaluate your use of the course models and also your overall teamwork and communication skills. Final grades will be given after all students have completed this assignment as part of the grade will be how your team compares with the other teams.

Final Note: Please remember to bring your 4600 USB drive (one per team), failure to do this will result in a 15% point reduction on the assignment.