

## **MKTG 4600 – Advanced Selling Strategies**

# **NetSuite Role-Play Assignment Description**

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**OBJECTIVE:** To put all the elements of preparing for and executing a sales call successfully together and doing so in a simulated environment via the role-play. Students should conclude the assignment better equipped to execute effective selling techniques. This assignment will also give students an opportunity to practice role-playing before the final role-play based assignment in this course.

**THE SPECIFIC TASK:** Based off of the scenario posted on the course web site you will be making a 25 minute sales call on a buyer. You and your partner are direct sales representatives for NetSuite CRM+ (for training on this product go to: <http://www.netsuite.com/portal/services/ncsc-training.shtml>). This is a single call selling situation, thus all stages/steps of the typical selling process should be part of your approach (CLAP-Needs ID-Present-Objections-Close-EDGE). A specific and productive commitment from the buyer is ultimately the goal of the call.

**Team Role-Play:** Based off the time slot you and your partner signed up for, you will execute a complete sales call with the buyer. The buyers are former 4600 students. You will have only 25 minutes and the call will end abruptly at the 25 minute mark. You will begin the call by knocking on the door and then entering the room fully “in character”. You should remain in character as you execute the entire call, eventually leaving in character taking all of your belongings with you. Students should dress business professional. The calls will be in room 1150 in Schneider hall. Students must bring the USB Plug-In device they received as part of the Speed Selling assignment (only one per team is necessary, but I would bring both in case of technology difficulties). This will be how you receive your video file.

**GRADING STANDARDS:** See syllabus for point value of the assignment.

1. **On-Time:** Students must be on time for their scheduled call. Groups that are late to the start of the call will be penalized 20% of the assignment points. Please arrive 5 minutes early in order to be immediately ready to go when it is your turn.
2. **Role-Play:** Does each student team successfully execute the basic techniques we have been working on in this course? Do they go from opening well to exiting gracefully, and each step in between? Higher scoring teams will first and foremost execute the course models and techniques, and even higher scoring teams will do so smoothly and with excellent teamwork. Poor scoring teams will obviously do the opposite. The scoring form that will be used is available via the course web site – it is recommended you review that as part of your preparation. Grading of the role-play will be done by Dr. Eckert and your buyer, and a final grade will be determined by Dr. Eckert based on those inputs.
3. **REQUIRED ELEMENTS:** Failure to include any of the following will result in a **10% point** reduction per incident.
  - ✓ **Must use a written agenda**
  - ✓ **Must visually and directly introduce the PQ Worksheet and then use it in the needs ID**
  - ✓ **Must use a highlighter on the PQ Worksheet for final Needs ID summary**
  - ✓ **Must use of at least one “imagine this” or “success story” during presentation**
  - ✓ **Must use “moral of the story” or highly similar phrase and then explain the MOTS**
  - ✓ **Must NOT use the “any other questions” phrase when you should have confirmed an objection**
  - ✓ **Must attempt to use an appropriate “Extend” within the EDGE model**

