

MKTG 4600 – Advanced Selling Strategies

NetSuite Role-Play Scenario Spring 2012

You met Jeff/Jill Stevens from **Great Lakes Computer** at a Kalamazoo Networking Event. S/He is the VP of sales at GLC a growing computer hardware company in Grand Rapids. You two just spoke very briefly but exchanged business cards. You sent a follow-up email and Mr./Ms. Stevens sent this response:

I spoke it over internally and we have decided to look into adding a CRM approach to our sales efforts. Please schedule a 25 minute meeting by calling my secretary (Susan Peters). If we do this we will have to make a quick decision as our budget year ends soon and we would need to get it done by then. We know a lot about technology but not a whole lot about CRM software but my hope is to see something that would help my sales people stay on task a bit better and to continue building the strong relationships we have.

JS

You scheduled the meeting via Ms. Peters and have found the following out about Great Lakes Computer from their web site. You realize you should spend some more time looking for more insight, but this is a good start.

- Founded in 1986 with over 1 billion in sales and 20,000 customers since then.
- Have a 63,000 foot warehouse and their corporate headquarters in Grand Rapids.
- They sell new and refurbished equipment, with specialization in discontinued or hard-to-source equipment.
- In the “About Us” section of the web site (glcomp.com) the following quote appears: “At Great Lakes Computer, we develop personal business relationships where we know your configuration preferences and you trust us to recommend the right solution even if it means that solution doesn’t come from us. Some of our best customers will even place the largest of orders simply by using their name. Bottom line - We’re in our relationships for the long haul.”

You looked on LinkedIn and found the following about Jeff/Jill Stevens.

- Started as Account Executive and is now VP of Sales & Marketing
- Has been with GLC for over 15 years
- Has a business degree from Michigan State University