

MKTG 4600 – Advanced Selling Strategies

Purposeful Research Assignment Description

OBJECTIVE: To give students a chance to practice executing a Purposeful Research approach by insightfully researching a prospect company and individual.

THE SPECIFIC TASK: Based off of the scenario written below, and using NetSuite CRM+ as the product (<http://www.netsuite.com/portal/products/crm/main.shtml>), you should prepare a one page Purposeful Research document as you would prior to the scheduled call. The specifics of this are as follows.

Using Chapter 6 as a guide, research the person and account you will be calling on (using the specific model of this that is in Chapter 6). Specifically, create three person-level insights and at least four account level insights. To document these insights you should (a) list the fact in play, and then (b) offer the insight connected to that fact, and (c) what action you will take to act on, or attempt to verify that insight. So for example, a person-level fact might be that they come from a technical background (engineering degree) and the insight might be that it is likely they will be a driver or a analytical and the action might be to be alert to their office surroundings and language used to help determine the person's specific social style. You should look at all of the "insight hints" and research categories to help you make these determinations. These three person-level facts-insights-actions and the four account level facts-insights-actions should be clearly organized within your document. Format will matter here as it should be easy for me (your sales manager) to review the document and follow along easily. I suggest using a table with headings being the "fact", the "insight" and the "action". Forcing yourself into this structure will cause you to systematically think through the needed issues.

DELIVERABLE: Each student should hand in a completed Purposeful Research document. This is limited to one page and should be well formatted and professional. Thus, what you hand me should be a ready-to-go tool that would make you a more prepared and educated salesperson when you hit the front door of that account.

THE SCENARIO: You are a B2B salesperson for NetSuite CRM based in the Kalamazoo office covering much of the Mid-West. At a networking event in Chicago you met Jeff Silver of Coyote Logistics (coyote.com). You spoke with Mr. Silver and he indicated that he had been thinking about adopting a CRM program for one of his sales & service groups, but hadn't really started to take the idea seriously. When you pushed him a little he mentioned that a common problem his organization faces is maintaining crucial business while simultaneously finding new business. He told you that the group he is considering this is a specialized group made up of mainly new employees lead by 2 veteran employees and that they hope to eventually spin this group off as a separate business. He indicated that he has a good friend that swears by salesforce.com and this friend is always trying to get him to adopt some sort of CRM software. You didn't really talk that much more about his business, although he did say he had about a 20 people in this specialized group (Coyote has a much bigger number of overall employees). He agreed to an appointment and that is the meeting you have next week at his office in Chicago.

GRADING STANDARDS:

1. **On-Time:** Late Assignments will not be accepted.
2. **USEFUL:** I will view the documents as if I was your sales manager and you showed this to me prior to heading out on this call. I will look at each side in the following way: Have you identified at least 3 person level and 4 account-level facts-insights-actions that would make you "smarter" when it comes to making this call. I will specifically look to see if the fact-insight-action chain is logical with special emphasis on the insight component. Those that use a "Trivial Pursuit" style of research will score poorly on this component of the assignment.
3. **GROUNDING IN COURSE CONCEPTS:** As your professor I will be looking to see if your work demonstrates that you understand the concepts of Purposeful Research, especially the concept of identifying insights and actions, not just facts.