

4600 - Advanced Selling Strategies

In-Class Role-Play Scenarios

YOU: Sales Reps for NetSuite CRM+. Your job is to handle objections and try to close.

Scenario #5: Objections and Closing

You met with Jeff Stevens, VP of Sales for Great Lakes Computer. You had cold called him earlier and then had a couple of meetings to discuss NetSuite. Your recent presentation meeting was relatively brief and fairly formal as you presented to him and two other company executives. When you were done they didn't really ask any questions and told you that they would get back to you after they met with Salesforce.com, your biggest rival. Earlier in the week you got the following email.

Thanks again for your presentation. We have now also heard from Salesforce.com. The committee discussed what you showed us and there were some concerns about security and complexity. Please schedule a brief meeting with me and we can discuss those issues as well as your price in comparison to Salesforce's. I will have a laptop available to you if you want to show me NetSuite in action.

When you did your needs ID you learned that efficient order processing was a major issue for Mr. Eckert. In addition, he seemed pretty interested in the marketing capabilities that NetSuite brings to the table. Lastly, he had told you that what they try to provide their clients was a "seamless experience" and he demanded the same from you. You thought you had addressed each of these well in your presentation and thought that you were convincing as to why NetSuite's \$129 per month/per user was still a better value than Salesforce's \$99 per month/per user. Obviously, you still might have some work to do in this area, so you plan to be ready to address that issue again. There are 18 salespeople at GLC.

Scenario #6: Objections & Closing

You met with Jim Eckert, VP of Sales for Crystal Mountain Resort and Spa. Your meeting got cut short just as you had finished presenting to him how NetSuite could help him unify his real estate, business group, and private group sales divisions. He had originally complained about trying to keep tabs on three separate divisions especially when two were mainly on the road doing sales. You had presented many of the sales management features like the dashboard and the reports like the pipeline analysis report. He seemed impressed with some of the functions of NetSuite but told you he was worried about security and mobility. You also hadn't yet gotten to addressing price.

You have a short meeting scheduled with him to pick up the conversation. You plan to start by addressing his security and mobility issues and then show him an ROI worksheet that shows that NetSuite would be a great investment. NetSuite costs \$129 per user per month and he said he would have 15 users: 12 salespeople, 2 support personnel and himself. In your needs ID you learned that a typical real estate sale was worth about \$4000 to the resort in profit and often hinged on how well the 3 real estate salesperson stayed on top of the buyer as the buyer often had multiple options in the current economy. He had said that he thought it was realistic that each rep could close an additional sale a year if they just stayed more focused.

In addition, he said that he believes if he could play big brother with his nine outside reps they would be more productive. He complained that they let too many leads fall through the cracks and were often sending proposals but not really staying on top of these potential deals. He said he struggled with keeping tabs on the reps and thus was sure they were losing 4-5 deals a quarter based on his people's less than stellar sense of urgency. In your presentation you showed him the management tools that helped with lead and opportunity management and he seemed impressed. Unfortunately you didn't ask him how much these lost deals were worth, so you will have to do the ROI math on the fly as you learn about these costs/lost opportunities.