



Congratulations! You have secured a Client Needs Assessment appointment. You secured the appointment by making an effective and persuasive initial contact with Jamie Reeves, the marketing manager for Peerless Dent Repair. Jamie handles marketing and is based at the Peerless headquarters in downtown Cleveland.

Goal: Obtain information needed to create a recommendation

Round Two: The Presentation

Goal: Provide a solution to the client's needs uncovered in your first meeting.

Round Three: Negotiation & Closing

Goal: Obtain a commitment from the client.

In this third call, you will be meeting with Alex Darnell, the VP of Sales and Marketing for the company who will make the final purchasing decision. You must resolve any remaining issues or roadblocks and close the deal.

Disclaimer: All profiles, contact information, LinkedIn profiles, and pricing for this competition were developed for educational purposes and to facilitate competition. While some organizations and people represented in the role play scenarios may resemble actual companies, the profiles and scenarios are fictitious and any data, pricing, comments or remarks made in this document or by OCSC participants do not reflect the views, data or other facts about any actual company or its employees and representatives.

CASE INFORMATION

After you graduated from college, you accepted an offer for a sales position with E.W. Scripps, at the Cleveland TV station, News 5. Your courses in sales shot you to the head of the new hires, and you made it through training a month early. Your role consists of hunting for new business and because of the current economic environment; the market demand for car repair and maintenance services is soaring. You are asked to prospect car repair service providers. Your mentor at E.W. Scripps has experience selling to car dealerships, so you received first-hand advice on how to sell to the automotive industry. You learned that you must build trust and rapport with the marketing manager to get in front of the VP of Sales and Marketing who typically makes the final advertising decisions. You discovered that Peerless Dent Repair provides mobile paintless dent repair services to car dealerships, car rental companies and auto auctions. They also provide mobile paintless dent repair directly to car owners in the area. You set your sights on getting a meeting with Peerless Dent Repair. You start to dig around and find on LinkedIn that their Marketing Manager is named Jamie Reeves, and the VP of Sales and Marketing is Chris Rivers. After consulting with your mentor, you setup a meeting with Jamie to do a Client Needs Analysis.

****NOTE: All contacts mentioned are for role play detail are fictitious and for role play preparation purposes only – please do not contact any people, or the business, mentioned in the case. This applies to all stages of the competition.***

ROUND ONE: THE NEEDS ANALYSIS

Your first step is to have a Client Needs Analysis meeting.

Your meeting will be with Jamie Reeves, the Marketing Manager for Peerless Dent Repair (PDR). During the 12-minute needs analysis session, you will use planned strategic questioning to uncover as much helpful information as you can, including but not limited to the business goals, their target customers, any unique factors or products and services about PDR that can be used in creative messages to influence target customers, and the marketing they are doing now and have done in the past. While doing your due diligence in preparation for the meeting, you uncover a few things. First, that while their legacy business focused supplying dent repair services to car dealerships, car rental companies and auto auctions, selling repair services directly to car owners is a high-growth part of their business. Second, you notice that PDR just posted on their social platforms that next month they will begin offering same-day service at their first two brick-and-mortar locations; an East-side shop in Richmond Heights, and a West-side location in Westlake, Ohio. Prior to leaving this call, you should secure the next appointment to present to a recommendation.

When you booked the appointment, Jamie mentioned that winter is traditionally the busy-time for the business. Knowing this, you will need to be prepared to capture Jamie's attention with a quality business conversation and peek interest about what PDR loves the most....their customers...if you want an opportunity to present a solution to the final decision makers. Following this meeting, you should understand if your station, News 5 can help and if so, which advertising methods would make the most sense for them.

ROUND TWO: THE PRESENTATION

Congratulations if you have made it to the presentation step!

In this step you will present your proposal in a follow-up meeting with Jamie Reeves, the Marketing Manager. Your presentation should demonstrate how you aligned the findings from the needs analysis to the strategy. Outline how and why your Scripps station WEWS News 5 can help PDR achieve their objectives.

Be prepared to answer any objections or roadblocks that Jamie may bring up.

Notes to Consider for the Pitch:

Suitable advertising budgets for a business like this, with an opportunity for growth is: \$15,000-\$20,000 a month for an aggressive TV schedule, \$10,000-\$12,000 a month for an aggressive digital campaign, or \$25,000-\$30,000 a month for a strategic blend of both. Contracts are anywhere from 6-12 months and are required at the close of the deal.

It can be expected for a campaign to take approximately 3 months to begin generating business.

Your success will be evaluated, in part, on the degree of product knowledge, preparation and homework you do that will allow you to offer a customized solution, answer questions, and bring value to this customer. You should familiarize yourself with paintless dent repair services, technologies, and suppliers by doing some research to inform your presentation.

ROUND THREE: NEGOTIATION & CLOSING

Congratulations, you are still in the hunt!

In this meeting you will review any changes to your recommendations resulting from your last meeting with Jamie. You will review the specifics of the proposal and negotiate the final price, starting date, etc. You will then attempt to close the sale.

NOTE: You will be given information well in advance of the competition regarding how much latitude you have to negotiate a deal. You are urged to review and understand your products, demonstrate the value NEWS 5 offers, and to be creative in structuring a contract with the client that is beneficial to all parties.