

Ohio Collegiate Sales Competition Fall 2022 Role Play Scenarios

Round One: The Initial Call

Goal: Secure a Client Needs Assessment (CNA) appointment

Attempt to secure an appointment for a Client Needs Analysis by making an effective and persuasive initial contact with the office manager who schedules appointments for the doctor and the rest of the staff. Your goal is to book a meeting with the doctor or the marketing director.

Round Two: The Follow Up Needs Analysis

Goal: Obtain information needed to create a recommendation

Lead an engaging fact-finding meeting with the marketing director to learn more about their business, their patients, their goals, and a new service the practice will be adding. Secure a follow up meeting to present a recommendation.

Round Three: The Presentation

Goal: Close the business

Present a strategic advertising recommendation that connects the findings from the needs analysis to your strategy, using persuasive language to close the deal. Care for any objections that the decision maker(s) throws out to you.

CASE INFORMATION

After you graduated from college, you accepted an offer for your first 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 the market demand for advanced dental procedures is soaring, you are asked to prospect dental centers. Your mentor at E.W. Scripps has experience selling to different medical groups, so you received first-hand advice on how to sell to the medical field. You learned that you must build trust and rapport with the gatekeeper at the medical practice to get in front of the doctor(s) who typically make the decisions. You decided to make a list of dental centers in the area and set your sights on getting a meeting with one called AR Smiles Dental. You start to dig around and find on LinkedIn that their office manager is named Chris Peterson. After consulting with your co-worker, you setup a meeting with Chris to build rapport and try to get an appointment with the doctor(s) or marketing director.

****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 INITIAL CALL (10 minute limit)

The Sales Process

Your first step is to meet with Chris. Do some preparation on LinkedIn and research the AR Smiles Dental center online to find something helpful about the practice that you can use when you meet. You notice two things on LinkedIn that could be interesting to include in your meeting. First, Chris's job duties specifically mention Chris has worked at AR Smiles Dental for over 10 years and that Chris has a passion for helping grow the practice. Second, you notice that Chris went to college at Cleveland State University, and so did your sister, so you have something in common! Prepare what you will say when you meet with Chris. The goal is to schedule a 12-minute needs assessment call with Dr. TJ or Sam, the marketing director at the practice.

ROUND TWO: THE NEEDS ANALYSIS (12-minute limit)

The Sales Process

If your first meeting goes well, your next step is to have you're a needs analysis meeting.

Your meeting will be with Sam Thomas, the Marketing Director for AR Smiles Dental. 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 at AR Smiles Dental, their target patients, any unique factors about AR Smiles Dental that can be used in creative messages to influence target patients, 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 two things. First, that cosmetic dentistry seems to be the largest part of their practice. Second, you notice that AR Smiles just posted on their social platforms that they will begin offering same day crowns next month. Prior to leaving this call, you should secure the next appointment to present to all decision makers with a recommendation.

When you booked the appointment, Chris mentioned that this is a busy time for Sam and the practice. Knowing this, you will need to be prepared to capture Sam's attention with a quality business conversation and peek interest about what AR Smiles 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 THREE: THE PRESENTATION (12-minute limit)

The Sales Process

Congratulations if you have made it to the presentation step! In this step you will present you your proposal in a closing call with Dr. TJ and Sam, the marketing director. Using a presentation demonstrates how you aligned the findings from the needs analysis to the strategy, outline how and why your Scripps station WEWS News 5 can help AR Smiles Dental meet their objectives.

Using persuasive language, and acting as a marketing consultant, the goal is to close the business with Dr. TJ and Sam. Be prepared to answer any objections or roadblocks that Dr. TJ or Sam may bring up. You should try and determine what type of personality your buyer is and be prepared to communicate with them in style they may be most receptive.

If you are unable to close the business, make sure to secure another follow up meeting.

Notes to Consider for the Pitch:

A suitable advertising budget for a business like this, with an opportunity for growth is: \$15,000 a month for an aggressive TV schedule, \$10,000 a month for an aggressive digital campaign, or \$25,000 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.