

Ohio Collegiate Sales Competition Fall 2023 Role Play Scenarios

Congratulations! You have secured a Client Needs Assessment (CNA) appointment. You secured an appointment for a Client Needs Analysis by making an effective and persuasive initial contact with the office manager, Chris Peterson, who schedules appointments for the doctors and the rest of the staff.

Round One: The 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. Build rapport and trust with the marketing director and secure a follow-up meeting to present a recommendation.

Round Two: The Presentation

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

Present a compelling strategic advertising recommendation that connects the findings from the needs analysis to your strategy. Address any objections that the decision maker throws out to you.

Round Three: Negotiation & Closing

Goal: Obtain a commitment from the client.

In this third call, you will be meeting with Sam and the managing partner of the dental practice, Dr. TJ, who will make the final purchasing decision. You must resolve any remaining issues or roadblocks and close the deal.

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 marketing director 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 marketing director is named Sam Thomas. After consulting with your co-worker, you setup a meeting with Sam 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 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 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 Sam Thomas, the marketing director. 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 AR Smiles Dental achieve their objectives.

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

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.

ROUND THREE: NEGOTIATION & CLOSING

The Sales Process

Congratulations, you are still in the hunt!

In this meeting you will review any changes to your recommendations resulting from your last meeting with Sam. 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.