

# EXAMPLE 1

**Taylor Made 500R  
Role Play Paper: Part 1**

## **I. My Product and Firm**

### **A. Taylor Made 500R Series Drivers**

1. Quickly becoming the hottest legal drivers in the world of golf.
2. Three unique drivers: R510, R540, R580
3. Each driver is designed with different weights, shapes, and specifications.
  - a. Differences allow players to choose proper driver for their style of play
  - b. Allows clubs to custom fit particular golfers

### **B. Taylor Made Golf**

1. Located in Carlsbad, California
2. Known in the industry as one of the largest innovators in golf products
3. Revolutionized golf with the introduction of the metal wood
4. Represented by professional golfers in the PGA, LPGA, and Senior PGA tours such as:
  - a. Sergio Garcia
  - b. Ernie Els
  - c. Helen Alfreddsen
  - d. Dave Stockton
5. Company Slogans
  - a. The Best Performance Golf Brand in the World
  - b. Find Your Game

## **II. Fox Hollow Golf Club- Pro Shop**

### **A. Fox Hollow Golf Shop- Chris Shaul PGA Professional**

1. Basic Information.
  - a. 27 hole Championship Golf Course located in Rogers, MN.
  - b. Public Golf Course
  - c. Host of 2002 State Amateur Championships
2. Drivers currently carried in Pro Shop
  - a. Callaway(Big Bertha)
  - b. Adams(Tight Lies)
  - c. Ping(Eye 2)
  - d. Taylor Made(300 Ti)
3. Chris Shaul
  - a. Job Description
    - a. Purchasing agent
    - b. Provides golf lessons for the public
    - c. Coordinates tournaments and special events

### **B. Buyer Needs**

1. Fox Hollow Pro Shop Needs
  - a. Looking for a product that fits golfers better, most drivers are specialized toward males and long ball hitters.

- b. Searching for products that are innovative and exciting to spark the interests of the customer.
- c. Looking for a driver that will drive revenues and profits in a market already overcrowded with over-sized drivers.
- 2. Pro Shop Customers' Needs
  - a. An affordable driver that they believe has the ability to improve their game.
  - b. Expertise, product knowledge and instructional support
- C. My Relationship with Chris and Fox Hollow
  - 1. Attended high school and played varsity golf with him for four years
  - 2. Made sales to him the previous years with the Burner Bubble and the 300Ti lines-valuable customer
  - 3. Mentioned new product line earlier in the year. Asked me if I could bring a brochure to our next meeting.

### III.

#### The Buyer's Options

- A. Taylor Made 500R Series (Sell to buyer for \$325=Suggested Retail is \$500)
  - 1. Strengths
    - a. Three models to fit specific golfer's needs
    - b. Decreased size by 15 percent
    - c. Newest innovative product on the market
    - d. Number one in wood sales for the past two years
    - e. Multiple shaft and grip options allow driver to be more customized toward particular styles of play.
  - 2. Weaknesses
    - a. New companies such as Nike and Toski have caused a decrease in market share and increased competition in industry
    - b. Becoming tougher to maintain image as "Leaders in Innovation"
    - c. Difficult to gain new market share due to high levels of brand loyalty present in the market
- B. Callaway Golf HawkeyeTi (Sell to buyer for \$350=Suggested Retail is \$600)
  - 1. Strengths
    - a. Continues to improve on development of Big Bertha series
    - b. Has best reputation in the market for hitting longer drives
    - c. Controls thirty percent of the market share in the industry
  - 2. Weaknesses
    - a. Although market share is largest in the industry it continues to lose ground to rival competition
    - b. Economic conditions and decreasing sales, forced employment cutbacks and reduced prices on products.
    - c. Customer beginning to see that oversized market is maturing, and that "bigger isn't always better"
- C. Ping TSI (Sell to buyer for \$500=Suggested Retail is \$700)

1. Strengths
    - a. Oldest brand name still competitive in the industry
    - b. Most popular driver on the PGA and Senior PGA
  2. Weaknesses
    - a. Geared toward high income golfers
    - b. Suffered greatly when founder and head product developer Karstin Solheim passed away
- D. GolfSmith (Price varies on specifications)
1. Strengths
    - a. Company allows golfers to chose the design of the club and Golfsmith then creates clubs with unique specifications chosen by the individual
    - b. Cheaper them most drivers on the market
  2. Weaknesses
    - a. Not represented in the professional golfing world
    - b. Tough to compete against industry giants with larger advertising campaigns

#### **IV. Objectives**

- A. Primary Goal: Sell 10 of each 500R series club
- B. Minimum Goal: Leave brochures and Demo and set up date for future contact
- C. Optimistic Goal: Sell of each 500R series club

OBJECTIONS

1. ~~Isn't~~ Callaway still the most popular name brand on the market?
2. The idea of three different drivers in the series may be too confusing for my customers.
3. Some customers have complained about the warranty you offer on your products. Do you have any information that I can relay to my customers so they understand your policies?
4. What are some of the things your company is doing to set your product apart from the competitors?
5. Your product looks kind of dull in these pictures; my customers tend to look for more color or pizzazz.
6. My Pro Shop is fairly small, I am not sure I will be able to fit all your models with the space I have to work with.
7. To be honest with you I am really not interested, I still have overstock of last years 300 series.
8. Some of my customers are older and are looking for more flexible shafts to compliment their slower swings. Do you offer that?
9. To start off, how much are these clubs going to cost me?
10. I have to give a lesson in 15 minutes. Could you possibly leave some information so I can call you back when I get a chance?
11. Does your company offer a complimentary set of fairway woods like Callaway and Ping?
12. I should warn you that I am very tired and stressed out. I have been working extra hours to plan for the amateur tournament next week.
13. In the past I've had problems with satisfying the needs of the female patrons. Are you offering a female line as well?
14. I heard Callaway had to downsize their workforce. Have you had to do any restructuring?
15. I run the junior's program during the summer. Do you have a new line of clubs to fit their needs?
16. I oppose dealing with lines that have different price points; it always seems to become a problem.
17. It will be difficult to convince my customers to try this product. How will this product improve their game?
18. Why do we have to carry these clubs? Can't we just advertise and have the customers order the product thru you?
19. The more experienced players were disappointed in the grips you offered for your last line. Do you offer more then the basic Grip-Rite model.
20. I read in Golf Digest that Callaway continues to improve their market share. Is this true?
21. It is becoming harder and harder to sell the brand name clubs with the increasing popularity of knock-offs and copies.
22. Most companies describe the flex of the golf club as regular, medium, or stiff. How can I educate my customers so they understand the technicality of your shafts before they purchase the product?
23. My customers have asked a lot of questions about professionals and the clubs they use. Do you have any professionals that currently use your product on the tour?
24. We are such good friends, is there a possibility you good give me a price break since I have done business with you in the past?
25. I heard that some of the clubs in your 500R series are considered illegal by the Professional Golfers Association. Is this true?

**RESPONSES**

1. Although Callaway still holds a narrow lead on the competition in market share, its lead has diminished considerably in the past two years. As you can see here...
2. Not to worry we have developed brochures and informational posters that may be placed above the display rack to better educate the customers on which club would best fit their needs.
3. At Taylor Made we have been working on a new warranty program that will be offered with all our clubs this year. We offer a two year warranty from the date of purchase of all products. I brought some handouts for your customers in case they have questions about any of our products in general.
4. We strive to develop products that consumers can connect with. Offering a product that makes you feel better about your golf game is our main objective.
5. We went for a darker look with this product. We believe it is more important for a club to be aerodynamic then colorful and flashy. Also, a lot of the drivers on the market are silver...
6. We have a custom designed display rack that would look really sharp and would easily fit next to your putter display.
7. Could I just have a couple of minutes to go over some basic information? I have some good ideas that will help you reduce your inventories of last year's model, and I think you will find our new line very appealing.
8. The 500R series offers 21 different shafts to suit the needs your customers. As you can see they all have specifications for different types and styles of golfers...
9. If possible I would like to address that question in a little while. First I would like to show you some of the features...
10. I promise this will only take ten minutes. However if you need to reschedule I would be happy to do so.
11. I'm glad you brought that up. As a matter of fact we do have a 500 series fairway wood. As you see here...
12. Are you still planning on competing this year? I think it would be a good idea to possibly have the 500R series on the floor by next week...
13. The 540R and 580R series offer a woman's model that is hands down the best female driver ever produced by Taylor Made. As you can see...
14. In the past year we released 65 people from our workforce. It's happening around the industry due to economic conditions and increased competition.
15. We have a 320K line developed just for children who are fairly new to the game of golf. Also we have a trade in program where we upgrade the clubs as the children grow for only \$29.97.
16. Every wood in the 500R series is retailed at the same price point to reduce price hassles you may have experienced in the past.
17. You and I both know that the only way to improve in the game of golf is practice. However I believe the product will be embraced by your customers and improve their attitude toward the game itself.

18. Great Question! Unfortunately we only sell our products at authorized Taylor Made dealers.
19. You can assure your experienced players they have nothing to worry about. As you can see we have increased our options for grip styles...
20. Four years ago your comment would be right on the money. However Taylor Made has made constant strides to increase market share and compete against Callaway
21. People purchase knock-offs because they closely resemble they are trying to emulate. However knock-offs fall short in playability characteristics. With the 500R series...
22. The reason we use different descriptions on flex is because we want to be more detailed, increasing our detail allows Taylor Made to better suit the players to a tee. We use kick points on our shafts...
23. Just recently we added Sergio Garcia to our lineup. We also have strong representation in every major tour around the world including the European PGA, and Japanese PGA.
24. What are you talking about? I would love to give you a break however this is something that is strictly prohibited by my employer.
25. When Taylor Made first started to develop the 500R series the USGA planned to increase driver specs from .83 to .86. After consideration they chose to keep the specifications at .83. The first lines of the 500R series where developed with .86 specifications considered illegal by the USGA. As you can se we have developed a program...