

EXAMPLE 6

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MgtS 3741 Fundamentals of Selling
Role Play Paper
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Part I

I. My Company: Varsity Athletics Inc. & Product: Kids Football Jerseys

A. Kids Football Jerseys

1. For kids who are not in high school.
2. Are meant to be distributed between grade levels 4-8.
3. The designs are replicas of either college or National Football League (NFL) jerseys.
4. Made of high quality material, and are sold at a pretty reasonable price.

B. Typical buyer

1. They would use these jerseys for the younger age levels.
2. Would be apart of an organization that is involved with inner-town, pee-wee football leagues. (Sometimes called a "Skittles League.")
3. These organizations can be through schools too.
4. Normal purchase is usually in large quantities, to satisfy the several teams in the league.

C. Varsity Athletics Inc.

1. Small company, which consists of about 30 employees.
2. Location is in Shakopee, MN, just southwest of the Twin Cities.
3. All the functional areas of the organization, including management, sales, production, distribution, and etc. are located in one building.
4. Existence for two years now.
5. Very competitive amongst the current market.
6. Most users of our products are located in MN, some in northern IA, western WI, and eastern parts of the Dakota's. (Pretty much the upper Midwest.)

II. Buyer: Andrew Latten - Purchasing agent for Duluth Park and Rec.

A. Duluth Park and Recreational Department

1. Has been apart of the community for over 25 years.
2. Highly respected among the residents there.
3. Takes care of all the activities, outside of the schools, involving parks and recreation, just like any normal Park and Rec.
4. Right now, they're looking to maybe replace their youth football league's jerseys supplier with a new supplier.
5. Current supplier: **Eastbay**, provided jerseys for grades 4-8, a total 64 teams (about 20 players to a team) for the year 2002.
6. Last year's purchase: 1300 jerseys, a few extra in case of any late add-ons to a team.
7. Buyer: Mr. Andrew Latten is in charge of making these purchasing decisions for the Duluth Park and Rec.

B. Buyer's needs

1. **Price:**

a. Jersey has to be low in cost, so when the company turns around and sells them to the parents of the kids participating in the football program, that the parents will not be turned off from the high price for their kid to play football.

2. **Unique Product:**

a. Duluth Park and Rec. is looking for some way to raise the number of participants (kids) in their football program.

b. Last five years, the number of players has decreased by an average of 30 players each year.

c. This means that the Duluth Park and Rec. is losing money that is usually put back into the program to upgrade other parts of the uniforms, buy new football equipment, and keep the football fields in good condition all year long.

C. Buyer's Customer's needs

1. **Price:**

a. Families need a inexpensive football program.

b. For their child that wants to play football with their friends.

2. **Satisfaction:**

a. Most parents want their kid(s) to be apart of a team that they enjoy being on.

b. If that occurs, the parents are usually satisfied.

D. My progress so far with Mr. Latten and the Duluth Park and Rec.

1. We talked on the phone about month ago.

2. I explained to him about Varsity Athletics Inc.

3. He told me some of his needs for his organization.

4. I was going to tell him what I could do for him, but then he told me that he was short on time.

5. I closed my conversation with him.

6. He was interested in hearing more, just at a later time.

7. We agreed that I would come to Duluth on October 30, and have little meeting with him at 2:00pm to discuss more on the product.

8. He also asked me to bring a couple of samples.

III. Mr. Latten's options.

A. Varsity Athletics Inc.- Youth Football Jersey's; cost: \$25

1. Strengths

a. High quality material.

b. Unique designs.

c. Cost is competitive, if large quantities are bought.

d. For every 100 jerseys purchased an additional 9 jerseys will be added to the order FOC (Free of Cost).

e. If large quantities are purchased, the buyer will save money in comparison with there #1 competitor.

f. Current trends are replica jerseys.

2. Weaknesses

- a. If small amounts are purchased, price is a disadvantage.
- b. Because of the detail in the product and common large purchases, production time is often slow.
- c. New company.
- d. No history with Duluth Park and Rec.

B. #1 Competitor Eastbay - Youth Football Jersey's; cost: \$23

1. Strengths

- a. Current supplier for over 10 years now.
- b. Semi-quality material.
- c. Price is competitive with small quantity purchase.
- d. Large company, production time is fast.

2. Weaknesses

- a. Lacking detail for a high quality product.
- b. Company does not keep up with current trends.
- c. Price is NOT competitive, when large quantities are bought.
- d. Same product for 10 years.

C. Play-it-Again Sports - Youth Football Jersey's; cost: \$15

1. Strengths

- a. Very low costs.
- b. Local company.
- c. In touch with the community.

2. Weaknesses

- a. Low quality.
- b. Product just varies in colors.
- c. Most kids prefer the style that is in, these jerseys aren't.
- d. Small company.
- e. Production time is very slow.

D. Indirect Competitor - reduce price for kid to join the program, & have parents buy a color T-shirt for the appropriate team.

1. Strengths

- a. Saves money for parents.

2. Weaknesses

- a. Kids are sad because they don't get a cool jersey.
- b. Duluth Park and Rec. loses money for reinvestment.

IV. Objectives for the Meeting

A. Primary goal

- 1. Be the supplier of football jerseys for Duluth Park and Rec. in 2003.
- 2. Also, have them place in order today, so manufacturing can begin.

B. Minimum goal

- 1. Leave copy's of my portfolio and catalog, so a purchase can be made in the near future.

C. Optimistic

- 1. Achieve primary goal.
- 2. Plus, have them place orders for jerseys in other sports.

Annieble

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you're really concerned. There is a rumor that football might be cut, in favor of hockey expansion.

Part II

Football is your favorite project!
Talk, talk, talk about this

I. My Company: Varsity Athletics Inc. & Product: Kids Football Jerseys

A. Objections (19) what do think about Play It Again?

1. As I am about to sit down, the buyer informs me that he has a family emergency in which he needs to attend to right away.
2. After I sit down the telephone rings and the buyer carries on a conversation for about 5 minutes.
3. I reiterate his needs that he gave me earlier on the phone, then he tells me they have changed.
4. While I'm asking the buyer about his needs, he grabs my portfolio and starts asking me about how much it is going to cost him.
5. The buyer says that he has heard that Varsity Athletics' jerseys are not made of very, high quality material like the company proclaims they are.
6. The buyer is very quiet and says hardly anything at all.
7. Buyer is interested in making a purchase, if he can receive some sort of a kickback.
8. As I walk into the buyer's office, he has a really angry look on his face.
9. Buyer asks if I would be interested in going out with his sister tonight after we close this deal.
10. The buyer seems very confused about the discount he can receive if he purchases the jerseys in large quantities.
11. Buyer expresses his dislike for his job, managers, products he sells, and etc.
12. While I'm giving my presentation the buyer starts going through his emails and checking voicemails on his phone.
13. Prospect says he likes everything about the proposal, but just doesn't think he can make a commitment right now to buying my jerseys.
14. After shaking hands, the buyer starts talking about how he missed his lunch because of his busy schedule he has today.
15. The buyer starts nodding his head, like he's going to fall asleep.
16. Buyer seems unusually nervous. This is displayed by nonverbal cues.
17. The prospect asks me if I like the Minnesota Vikings and what I thought about their season.
18. The buyer says, "Look, I don't want to see a bunch of fancy charts and graphs. Just tell me what you can do for me."
19. As I am getting ready to show him my portfolio, he tells me that he is not interested in seeing the portfolio that I have prepared for him.
20. The buyer says that he does not like the jersey's designs that we have to offer.
21. The prospect says he is not interested in buying from companies without a long history.
22. The buyer says he likes what his current supplier has to offer, and that he is not interested in buying from me.
23. As I am explaining the benefits of my product to him, he starts showing a bunch of nonverbal cues towards me that he is not interested in my product.
24. While I am sitting down giving the presentation, the buyer gets up and starts walking around the room, but is still continuing to listen and talk to me.
25. The buyer announces right away that he doesn't think that this product will help him increase the numbers in their program. He thinks his customers will not like the jerseys.
26. While I am showing him what it will cost for their organization to buy from us, he purposely spills coffee all over my papers. He tried to make it look like an accident.
27. The buyer says he is not interested in purchasing any jerseys from anyone, including me.
28. After being in the meeting for about 2 minutes, the buyer was sneezing and coughing the whole time, its pretty obvious that the buyer is really sick.
29. The buyer wants to know how much I can make out of this deal. (Confidential information.)
30. The Prospect asks me to have a seat, but then remains standing.
31. Buyer says "You seem too young to be selling these, and I don't want to do business with you.
32. The buyer says he is just not interested in buying today.
33. As soon as I sit down the buyer asks, "How much is this going to cost me?"
34. The buyer says, "I need more information about your product."

35. Our current jerseys seem to work okay, low cost. They're not unique, though.

36. You're a new company. Risk.

B. Replies to the Objections.

1. I would ask him right away if he would like to reschedule the meeting. I would show compassion and sincerity towards the individual. If he says he doesn't have time right now to reschedule, I would leave my card and ask him to give me a call when he has time.

2. I would nonverbally, point towards the door and do a couple other hand gestures to show him that it is OK for him to stay on the phone, and that I will just step outside the room. If he indicates that it will be just a minute, I will act like I am not listening to the conversation and try to keep busy doing something else.

3. I would probe the buyer and try to find out what his new needs are and try to relate it to other information in my portfolio.

4. I would answer the buyers questions, so he does not get turned off by me or begins to dislike me. But, at the same time I would be probing him to find out what his needs are, so I can answer them too.

5. I would show him some jerseys, and let him touch them himself. Then I would explain to him that they are made out of 100% polyester and show him a testimonial from a buyer who purchased the jerseys for his organization.

6. I would stop talking and ask a few questions. If my trial close is successful, then I would try to seek commitment, or I would ask the buyer what he would like to do at this point.

7. First, I would not give a kickback. I would explain that my commission is simply the way I make a living, and try to reemphasize the benefits of my product. This way I can show the prospect that he is receiving a good deal.

8. I would address his concern right away, and try to get all the facts from him, so we can derive a solution to fix the problem(s).

9. I would tell him that I am simply busy tonight with my work, and speaking of work, how about those jerseys, what would you like to do.

10. I would probe the buyer to find out what kind of person he is, try to relate his personality/interests to the quantity discount, so he can understand it better.

11. I would be very careful not to fall into a trap of expressing my own dislike for any of these things. I would be very careful not to join in, because it might be a trap, or he might just be blowing off some steam, so I would just let him do that.

12. I would pause for a little bit in my presentation, just not say anything until I get his attention again. If I do not get his attention, I would just simply ask if he would like to reschedule our meeting for another time that might be more convenient for him and his schedule.

13. I would address his issue on commitment and try to probe him to find out why he can't make a commitment right now. Hopefully I can find some answers for his concerns and maybe obtain a commitment then.

14. I would show that I am concerned about his problem and see if he would like to discuss our topic over lunch, somewhere away from the office. If that doesn't work, then I would ask if he would like to still proceed with our meeting, and if that does not work, then I would ask him if he would like to reschedule our appointment for another time.

15. I would try to change the situation really fast. Maybe ask a question or two, that way I will get him more involved. If that doesn't work, then I would try to obtain a commitment right away. If not, then I would ask for another meeting, when it is a better time for him.

16. I would try to let the prospect know that I feel a sense of uneasiness with this situation. I would let him know if there is anything that I can do to alleviate his concern, I would be more than helpful to do that for him.

17. I would first kind of scan the office to see if there is any Viking stuff, if there is Viking stuff it would help answer the question, because I can assume that he is a fan. If there isn't any, then I would rephrase the question and ask him it back, that way I know how he feels about the Vikings. I would use this same kind of procedure for other similar topics.

18. I wouldn't show him any charts unless he would like to see them. I would probe him with some questions to see what he wants/needs.

19. Again, I would only show him the portfolio if he wanted to see it. I would robe him with more questions to see what he wants to see.

20. I would ask him why he doesn't like the designs, and support his feelings for the jerseys. I would take some notes to show him that I am concerned about our product just like he is. Then I would find out what kind of jersey designs he likes, and try to find jerseys that we have that similar to his interests.

21. I would try to probe him with some questions to find out why he feels that way, and then I would draw up a solution from his answers. Hopefully, I just can tell him about the success we been having over the last two years with our company. If that is not good enough, I will show him a testimonial from an organization that is similar to his that made a switch, and now they are happy with their new choice.

22. I would ask him some questions on what he likes about his current supplier, and try find things that are similar from his answers with my company. That way I can show him that our company is just as competitive with their current supplier, if not better.

23. I would probe him with some questions to find out what he is interested in, and assess those needs with maybe the use of my product. If not, try to find out what he is looking for.

24. I would continue on with the conversation, but slip a few questions in there to see if wants to continue on somewhere else, or just see if everything is OK. He might want to step outside for a minute for a breath of fresh air or etc. Basically, I would address his needs to make sure that he is comfortable around me.

25. I would use a direct approach with the use of a testimonial, to show him the success we been having with our product.

26. I would treat the situation as an accident, and tell him that it is OK. I would try to obtain a commitment, if we are not that far yet, I will ask for another appointment with him.

27. I would probe him with some questions to find out why he feels that way. Hopefully, I will derive some of his needs and find a solution for what he wants. The direction that I will take will definitely be, try to make a sale.

28. I would show concern for his health and see if he will be OK for continuing on with our meeting. If he is not, I will ask for another appointment when he is feeling better.

29. First of all, I would not share any confidential information with him. My company values this information as confidential, so I would share no info. I would tell the buyer that the market is very competitive right now, I will not be making that much off of this sale.

30. I would either ask the prospect if he would like to have a seat also, or find some excuse for me to stand up. (e.g. I would bend down to get my portfolio and then stand up to show him that I have some information that he can look at.

31. I would tell him I might be young, but that doesn't mean that I can't find the best product for you, or fulfill your needs. If this is still an issue with the prospect, then I would try to find out what he wants or who he might want to talk to. If he does not want to talk to me, then I would tell him that I could refer him to another salesperson in the company. I would also tell him that I believe his needs can be met by our company, and then ask for another appointment with a different salesperson.

32. I would probe him with some questions to find out why he is not interested in buying today, and if I can not come up with a solution at this time, then I will ask for another appointment when he might be interested in buying.

33. I choose to use the postponement method. I tell the buyer, "that is a very good question that you asked, and I am about to get to that in a little bit. First, I will need to find out what it is you will need, how much you might want, and then I can give you an answer on how much it will cost you."

34. I would ask him what kind of information he might be looking for or what information is it that he needs. If I have that needed information, I will give him the answers, but if I don't have the needed information, then I will find it as soon as possible, either by phone, email, or whatever it might take to please the buyer.