



# WMU Sales Challenge

The Premier High School Sales Curriculum & Competition



**WESTERN MICHIGAN UNIVERSITY**  
Haworth College of Business  
Sales and Business Marketing



[wmusaleschallenge.com](http://wmusaleschallenge.com)

## SALES ROLE-PLAY SCENARIO AND INSTRUCTIONS

**THE SCENARIO:** You set up a Zoom appointment for 20 minutes with Chris Miller, the Director of Programming and Events for the MME. In the time since, you have exchanged an email. Given that you are still a rookie on your sales team you sent the email to Arah Johnson, the VP of Sales at Crystal Mountain and she responded with the following thoughts (**Ms. Johnson's thoughts are in italics**).

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*Great job getting the appointment! This would be a great group to bring to the resort. I read over the email and highlighted a few things I think are key and could offer you effective launching points for the meeting.*

I got your calendar invite and have added it to my calendar. **I look forward to speaking with you.** As I briefly mentioned during our phone call the two biggest challenges we face when booking a venue for our annual meeting are **flexibility of the space** and that **the event be easy on all involved**. Just so you know, last year's event drew about **120 people** and we would anticipate about the same. There were an **additional 20-30 people representing various vendors** that also attended. Thanks! Chris Miller

So, based on that email you have the opportunity to drive the meeting from a few points:

1. **LOOK FROWARD TO SPEAKING WITH YOU:** *My experience is that people only say this if they mean it. So, we should go to this meeting with enthusiasm and energy. Perhaps they are seeking a new venue and we might want to start the interaction on this point. A favorite question I have used in the past was "What motivated you to take this meeting?" Perhaps the answer to this question might open the conversation and offer a glimpse into their situation.*
2. **FLEXIBILITY:** *What does Chris mean by this? We can start by digging into that. The good news is with our Crystal Center having everything from large to small room configurations we can certainly handle most any space needs. Just be careful NOT to make assumptions on this issue – ask openly and listen well!*
3. **EASY ON ALL INVLOVED:** *There are so many directions this could go. Easy on the organizer? The Participants? Definitely have an open approach here (and ask good follow-up questions) and remember that we have lots of "easy" related advantages including the dedicated staff that will make the organizer's life easy, a full-service resort that offers accommodations, food, and meeting space all in one place, and an easy location not too far from anyone in the State of Michigan. But again, start by seeking understanding and don't jump in too quick!*

4. *120 PEOPLE: This is a nice number! The questions include whether they will both meet all at once and in sub-groups? Does everyone need accommodations? Are we feeding everyone at once? If so, how many times? Just remember that 120 is an excellent number and could be very good for us at CMR if we can bring the MME on-board!*
5. *VENDORS: Do they need extra space aside from the conference meetings? Does Chris organize this or the vendors themselves? Just get a few more details before saying too much!*

*Again, great job with gaining this appointment. Just remember to sell the Crystal way: understand first, talk second! Be visual and bring the resort to life for the client! Given the short span of your meeting I would aim to understand what you can, introduce the biggest 3-4 keys about Crystal that connect back directly to the client's situation and then close to putting a full, detailed proposal together with a follow-up meeting too!*

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You plan to take the advice from your supervisor and combine it with what you learned in training related to selling Crystal Mountain to put together and execute an effective sales call. In that training the following keys were stressed:

- **UNDERSTANDING COMES FIRST:** The Crystal Mountain way of selling is to put energy and focus into really listening to the buyer and gaining a full understanding of that buyer's needs and challenges before talking about what the resort has to offer.
  - **DON'T OVERCOMPLICATE IT:** What CMR has available to sell is easy and is captured by the following: MEET, EAT, STAY, & PLAY. The key is offering each client the right mix of these things that best fits their needs and desires. So, find the right fit and remember what you are selling is fun!
  - **BRING IT TO LIFE:** The perfect scenario in each sale would be to bring the potential client to the resort and show them the solution, but since that is not always feasible, just always remember to use pictures, diagrams and maps to "show" them the solutions in a visual way.
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#### **ROLE-PLAY INSTRUCTIONS:**

- Each role-play lasts 20 minutes. That is a HARD 20 minutes and begins when you connect on Zoom.
- You should remain in character the whole time. Successful participants will fully adopt the role of a Crystal Mountain Salesperson. This includes as you enter the Zoom room for the appointment – at NO TIME should you be a student, start immediately in character!
- Each competitor will be scored based on the **Role-Play Scorecard** by five judges.
- When the role-play is complete you will have a chance to get some feedback from your buyer (who is not one of the judges).