



WMU Sales Challenge

The Premier High School Sales Curriculum & Competition



WESTERN MICHIGAN UNIVERSITY
Haworth College of Business
Sales and Business Marketing



wmusaleschallenge.com

The Phone Call Instructions

BIG PICTURE

Each competing student will sign-up for a 15-minute time slot to execute their appointment setting phone call. A current student from WMU's Sales & Business Marketing program will answer as Chris Miller, the target of the call (see Phone Call Scenario). Your job will be to gain a face-to-face appointment with Chris Miller. After completing the call as salesperson, the student can stay connected and receive feedback as a student (no longer a role-play).

The Sign-Up Process

Students will pick a time slot via the Sign-Up linked to the competition website. Up to three students can sign-up per time slot. **Please carefully follow the instructions when signing up.**

The Call Itself

We will be using Zoom to do the phone calls. Yes, we know that is a video call platform, but we will have the setting adjusted to not have video during the call, so it will function like a phone call. At the end, video can be turned on for a better feedback experience! You will be in the waiting room when you connect and then the person playing the call target will let you into the LIVE Zoom room for the call.

From the beginning, BE IN CHARACTER! The person playing Chris Miller will be in character, so just roll right into your call. Do the call staying in character the whole time. Expect that there will be objections and you will have to work to get the appointment, but at the same time, Chris Miller will not be a jerk! There are three objections covered in the curriculum, each student will receive two of these, which two will be randomly selected before your call. You should ask for a real date and time the week of January 24-28, 2022 (this helps with realism).

The Feedback Process

When you have wrapped up your final confirmation with Chris Miller, the WMU student will break character and begin the feedback process. They will not inform you whether you made the next round, so please don't ask. The idea is to focus on the learning process. Feel free to ask questions on that process. Be a curious student!

Championship Round Invitations

After the phone call round is complete, we will review and the Championship Round invitees will be announced both on the competition website, and via an email directly to the student. The Championship Round is not a phone call, but instead is a LIVE Zoom meeting between you (CMR) and Chris Miller (MME). Further details and other training resources are posted on the competition website for this sales call.