



WMU Sales Challenge

The Premier High School Sales Curriculum & Competition



WESTERN MICHIGAN UNIVERSITY
Haworth College of Business
Sales and Business Marketing



wmusaleschallenge.com

SALES CALL CHAMPIONSHIP FRIDAY, FEBRUARY 11

Round #1: 9 am - Noon

Round #2: 1 pm - 3 pm

Champ Round: 3:30 - 4:30 pm

COMPETITION DAY LOGISTICS

Step #1: Join the main Zoom Room

<https://us02web.zoom.us/j/84498115218>

This is the same link as the previous rounds.

Step #2: Be greeted and then sent to the competition Zoom room

Our host, Erin Rogers, will welcome you and send the student to the correct room for the competition.

Step #3: Arrive in this room in character as salesperson for Crystal Mountain

This is the most realistic way to do the competition. The only video on in the Zoom Room will be the buyer.

Step #4: Execute your Sales Call with the Buyer **This is limited to 20 minutes**

Stay in character the whole time and execute the understand - connect - close sales call seeing if you understand the buyer's key needs, connect what CMR has to offer, and then handle any objections and gain commitment from the buyer. The resources needed to do this well are all available on the competition website.

Step #5: Receive Feedback

You will not get your score, but the buyer & judges will offer you verbal feedback

Step #6: Exit the Room, but then check the competition website later for results

If you qualified for the next round, you do this whole process over again at your assigned time for that next round.