



WMU Sales Challenge

The Premier High School Sales Curriculum & Competition



WESTERN MICHIGAN UNIVERSITY
Haworth College of Business
Sales and Business Marketing



wmusaleschallenge.com

SALES ROLE-PLAY CHEATSHEET

Use this as a guide to be as effective as possible within each stage of the sales process

| MODELS TO USE | KEYS TO SUCCESS / TRAPS TO AVOID! |
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| <p>Opening:</p> <p>Meeting Start Mechanics: Enter the office, introduce yourself fully, shake the buyer's hand, and ask to sit. When seated, offer them a business card. Then go into CLAP ...</p> <p>Connect - business or personal connection Logistics – confirm time and people Agenda – a simple, WRITTEN agenda of the meeting flow</p> <p>Company Introduction – a very brief introduction of who Crystal Mountain Resort is backed up by a single document. Keep this under 90 seconds!</p> <p>Permission question to move to next phase</p> | <p>Find the balance between being a human and being professional. Try not to be too rigid and robotic, but also execute the intro as a professional.</p> <p>Use the Agenda & Company Intro Documents effectively via screen sharing.</p> <p>Stay brief and concise with company introduction! Keep it under 90 seconds.</p> |
| <p>Needs Clarification: 25% of overall score</p> <p>Using the Purposeful Questioning structure combined with the email you received as a starting point....</p> <p>Understand the “Big Picture” reason the buyer is considering a new location option.</p> <p>Quickly work through the Nuts & Bolts of the situation.</p> <p>Using the email as a starting point, take the time to dig into the buyer's challenges and uncover the next level information – do this for “flexibility”, then do again for “WOW”</p> <p>Effective digging questions with effective listening and logical follow-up questions</p> <p>A good summary of the buyer's needs</p> <p>Discuss any service and cost needs that weren't already covered.</p> <p>Do a final summary using the PQ Worksheet – ONLY focusing on the big items that mean the most to the buyer (think 3-4 main issues)</p> | <p>Use the email as a starting point. That combined with the structure of the PQ Worksheet approach should make this easy.</p> <p>Don't over script this – have your starting questions ready to go and then let the follow-up questions flow from what you learn.</p> <p>BE CURIOUS! Approach this with the mindset of truly wanting to learn what the buyer is hoping to accomplish / what they need. When in doubt, ask another question to learn more.</p> <p>Be happy with 3-4 keys.... Summarize and move on! There is a clock running and you just need to understand enough to connect enough to gain a next step.</p> |

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| <p>Connecting Solutions: 20% of overall score</p> <p>Keep this organized around the VPC+ model. Take the 2-4 key points / needs and one at a time....</p> <p>Verify – restate the need (can be brief and simple here as you just discussed these)</p> <p>Present – With visual support (Crystal Center schematic, resort map, photos of rooms, etc) being clear as to how what you are showing is a direct solution to the need.</p> <p>Confirm – Directly ask if your proposed solution is appropriate REPEAT this for each key need.</p> | <p>Present specific solutions, not options. For example, if buyer wants a big meeting room, recommend a specific big room like the Northwest Territories room, versus vaguely stating that CMR has many big rooms available.</p> <p>Avoid an unfocused presentation – stick to the VPC process, handling each key need one at a time, going all the way thru the VPC process for that need, then begin again with next need.</p> <p>Bring to life! Use visuals so you are show and tell, not just tell!</p> |
| <p>Handling Objections: 15% of overall score</p> <p>Be alert here and when faced with an objection or concern, fight off the urge to jump right to an answer/response and instead use the full CRC Model</p> <p>Clarify – ask a simple “tell me more” style question. (“What about X concerns you?”)</p> <p>Respond – Give the counterargument as to why that concern should not be considered a roadblock.</p> <p>Confirm – Ask a direct question as to whether your response removed concern.</p> | <p>Don’t start responding until you have sought clarity. And don’t overcomplicate the clarity seeking question – keep it simple and direct.</p> <p>Confirm, don’t move on. Ask a direct confirming question (“Does that handle your concern”) NOT a moving on question (“Do you have any other concerns?”)</p> |
| <p>Closing to Next Step: 20% of overall score</p> <p>Start with a summary of what you have accomplished in the meeting</p> <p>Suggest a next step – a full proposal and a coordinated follow-up meeting. For meeting ask for a specific day/date/time/length. (“Can we meet Tuesday, February 19th at 4pm for an hour to work thru the proposal together and handle any questions and/or make any needed adjustments?”)</p> <p>Deal with the answer – This can include dealing with the “Not Now” problem (circle back, check pulse, tighten the grip)</p> | <p>Ask for something concrete and specific.</p> <p>Sell the meeting – the main value of the meeting is that together you can handle questions or make adjustments directly together. Do not sell the meeting by promising to read the proposal to them!</p> <p>It will often take a second or third request for a meeting to get it scheduled: Be persistent!</p> |
| <p>Communication & Professionalism: 10% of overall score</p> <p>Try to be a MEAN, LEAN, & CLEAN, professional version of you. Remember this is an organized 2-way conversation, not a 20-minute presentation. Aim to keep your filler words to a minimum and remain comfortable having a productive conversation with a fellow professional.</p> | <p>Try to relax and come across as a human first and a professional a close second.</p> <p>Keep the pace moving throughout the whole interaction.</p> |