2015 WSCSC ADP Role Play

Your Situation
You are an ADP Sales Representative calling on a prospective client. Your division of ADP sells outsource payroll and HR-related services to mid-sized businesses. Much of your business is via referral-based selling through clients, bankers, and accountants.

You will be meeting with James Longview, the owner of Portobello Restaurant, an independent operating chain that owns and operates ten restaurants in California, Arizona, and Washington.

The chain began as a single store restaurant and expanded to multiple stores in the 1990s.

The internal operations, including payroll, for all ten restaurants are handled out of the Chico, CA headquarters. James oversees all operations and enjoys being involved with all corporate decision-making. His controller, Patty Wilson, handles all payroll matters for the restaurants and currently uses another payroll processing company for her payroll needs. After reviewing past notes in Salesforce.com, you are aware that Patty calls into her payroll provider and gives payroll hours for all 300 employees.

You are new to the territory and have not yet visited this account. Portabello Restaurant was once an ADP client (5 years ago). They left because of price and because their accountant advised them to go with one of ADP’s competitors. Many of the notes in the database describe Patty as very rude/short. James just cares about price. James only granted you time today because you were referred by his bank (AB Bank).

Your training has taught you that ADP’s technology is what separates ADP from its competitors. Online and paperless services have recently proven a more efficient way to conduct business. James and Patty, however, are unfamiliar with current technology and rely on punch time cards. Additionally, they have no experience with online banking.

Your Task
You have an appointment because of your referral from AB Bank. James would like to hear what is new with ADP. Both Patty and James are short on time and your appointment is only 12 minutes.

Though it is unlikely that you can close a complex sale like this in only 12-minutes, you should at least be able to gather information, establish trust, demonstrate expertise, offer potential solutions, and obtain a follow-up appointment.
2015 ADP Contestant Evaluation Sheet

Salesperson Name: ____________________  Judge Name: ____________________

Role Play:  ADP  Time: ____________________

Score each item below on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated. The average each section will be multiplied by the weighted assigned each section. The scores of all judges will be added together for the overall score.

5%  **Approach** (Effectively gain attention and build rapport)

[ ] Provided a professional introduction and agenda
[ ] Gained prospect’s attention & determined decision maker
[ ] Effectively built rapport & smoothly transitioned to need identification

25%  **Needs Identification** (Obtain a clear understanding of the buyer’s needs)

[ ] Uncovered decision process (decision criteria, budget, people involved in the decision process)
[ ] Effectively determined relevant facts about the company and buyer
[ ] Asked effective questions, uncovered/qualified/clarified buyer needs
[ ] Gained pre-commitment to consider the product/service

25%  **Presentation** (Persuasively match product’s benefits to buyer’s needs)

[ ] Presented benefits of product/service instead of simple features
[ ] Used appropriate visual aids
[ ] Effectively demonstrated the product/service
[ ] Effectively involved the buyer in the demonstration
[ ] Effectively tied presentation points to needs/issues highlighted in business review

15%  **Overcoming Objections** (Eliminate buyer’s concerns and questions)

[ ] Gained understanding of the objection
[ ] Effectively answered the objection
[ ] Confirmed objection is no longer a concern for the buyer

10%  **Close** (Ask for the sale)

[ ] Asked for a commitment and provided next step information

20%  **Overall Presentation**

[ ] Displayed effective verbal communication skills (active listening, verbiage, probing)
[ ] Utilized appropriate nonverbal communication
[ ] Displayed appropriate enthusiasm
[ ] Demonstrated product knowledge

Comments: __________________________________________

____________________________________________________
You are a field salesperson for SalesForce.com, and you will be meeting with Rick Jonesville, VP of Sales and Marketing at Icon Acoustics. You were notified of Rick’s interest in a new CRM platform when a mutual friend, Carmen Donhoven, told you about Icon Acoustic’s recent growth. You have never met Rick, but Carmen kindly referred you, and Rick agreed to meet with you for 12 minutes before catching a flight to Tristan da Cuhna.

Icon Acoustics is headquartered in Chico, CA. The company was founded in 1980 and produces loudspeakers and specialized electronics for non-commercial, in-home applications. The company is privately owned, is growing approximately 5% per year, and enjoyed domestic sales of approximately $50 million in 2014. Icon currently distributes its speakers and electronic components via 500 non-exclusive retail dealers. Most dealers are high-end, specialty stores. There is some interest in Icon products worldwide, especially in Europe and Japan. However, the company does not yet distribute its products internationally.

Icon’s management team is comprised of the following key individuals:
- Mike Maybrun, President and CEO
- Kelly Burgess, Controller
- Harry Maybrun, VP Manufacturing
- Roberto Garzon, VP Purchasing
- Rick Jonesville, VP Sales and Marketing

Icon’s sales department is comprised of 4 Regional Managers (West, Midwest, Southeast, Northeast) and approximately 25 salespeople. Salespeople call on Icon’s dealer network and earn between $50k and $125k per year. Because of the relatively exclusive nature of Icon’s dealer network, the company is not particularly interested in new dealer leads. Rather, Icon wants to develop closer relationships with existing dealers. Additionally, Icon wants greater market share within these specialty audio/video stores (most stores carry four or more brands of high-end loudspeakers). Icon plans to use CRM to help dealers sell more Icon products and to enable Icon’s own B-to-B salespeople to increase their collaboration with one another (e.g. share ideas, techniques, and strategies).

To track sales, Icon currently uses Microsoft Outlook, Excel spreadsheets, and accounting data. However, Icon is moving beyond the contact tracking capabilities of products like Microsoft Outlook and wants to add capabilities for collaboration, opportunity and deal tracking, and reporting.

Icon is considering other sales management software applications such as Microsoft Dynamics and SugarCRM. Mirosoft Dyanmics’ seamless integration with Icon’s existing Microsoft software has interested Rick. He is somewhat suspicious of SalesForce’s cloud-based offering. Additionally, he believes that SalesForce is premium-priced and does not compare favorably with open source systems like SugarCRM.

Rick is usually a fast decision maker, and you believe that you can craft a SalesForce offering that will convince him to close with you during your first call. However, at a minimum, you hope to obtain a follow-up appointment in which you will “seal the deal.”

Helpful Links
Salesforce.com
www.salesforce.com

CRM Overview
http://www.softwareadvice.com/crm/

Top CRM – Market Share
2015 Salesforce.com Contestant Evaluation Sheet

Salesperson Name: ____________________ Judge Name: ____________________

Role Play: Salesforce.com Time: ____________________

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