



2019 Collegiate FOX Sales Challenge
Professional Sales Organization of
Temple University

CDS - Xerox Role Play

2019 FSC CDS ROLE PLAY

You are an up and coming sales representative for Complete Document Solutions, LLC, a Xerox agent. At the end of the month, you will have been with CDS for three years out of the Philadelphia office. During the past few years with CDS, you have been steadily growing your business and working toward managing large accounts. Being that CDS is the largest Xerox agency in the country, you have seen the potential of selling to businesses of any size; helping them become more efficient, supporting their devices, and providing top-tier end-user support. Companies that work with CDS are provided with a range of Xerox devices, a full suite of business technology solutions, and customer support that keeps them as an industry leader.

One evening two weeks ago you attended an alumni networking event at your alma mater. Whilst catching up with some old friends, you run into Layne Barrone. Layne informs you that she is working at Elkridge Real Estate LLC., a growing and vibrant company headquartered in Cherry Hill, NJ. Layne mentions that Elkridge is moving to a new office in Center City Philadelphia in one week. This is exciting news for you, and you follow up with Layne two weeks after they have moved to the new office.

While inquiring more about the business, Layne lets you know through channels in her IT department that the company is coming up on the end of a 24-month lease with Ricoh. Elkridge currently has 10 printers and is looking to expand. Its current products with Ricoh are the MP9003 and MPC8003. Layne also mentions that they're having difficulty with high resolution prints, security, and installation of features.

In your head, you immediately think about how Xerox's D110 and B8090 would be a great option for Elkridge. This is because of their top of the line performance with speed, quality, and durability. On top of those elements, CDS offers proactive monitoring services of the device and its security. You hope not only to sell Elkridge the printers themselves but the management software as well.

Now that Elkridge is settling into the new office, you feel it is the proper time to reach out to Erin Rizzo, the head of IT. You reached out to Erin, and he/she granted you a 15-minute meeting in the new Philadelphia office to discuss the upcoming expiration of Elkridge's contract with Ricoh, as well as any improvements that the company would like to see with its printing services. Erin tells you in an email that he/she is excited to hear about the opportunity for your new equipment, but is having a chaotic time with moving into the new office. It is imperative that you use the short time with Erin to uncover Elkridge's current printing and IT processes, uncover any challenges with these processes, and make Erin see the value of CDS products and services.

Objectives:

- Meet with Erin and build rapport
- Gain an understanding of Elkridge's printing and IT needs
- Present on how CDS can solve Elkridge's printing and IT problems
- Get Erin to agree to another meeting where he/she will sign the contract your printing and IT Solution.

SCORE: _____

Salesperson: _____

Judge: _____

Each item is scored on a 0-10 scale with 10 being the best possible score and 0 being the absence of the skill or behavior.

- 15%** **APPROACH:** (OBJECTIVE: Effectively gains attention and builds rapport)
____ Professional Introduction
____ Effectively builds rapport
____ Valid Business Reason (to smoothly transition to Needs Identification)
- 35%** **NEEDS IDENTIFICATION:** (OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)
____ Uncovers decision process (decision criteria, people involved in decision process, steps, timeframe, etc.)
____ Effectively determines relevant facts about the company and/or buyer
____ Effectively uncovers current needs, problems, goals of the buyer – reasons for change
____ Asked effective questions that brought to the buyer's attention what happens to the company or buyer when problems continue (i.e. Implication questions)
____ Gained pre-commitment to consider product/service
- 5%** **PRODUCT/SERVICE PRESENTATION:** (OBJECTIVE: persuasively match your product's benefits to meet needs of the buyer)
____ Presented benefits based upon needs of the buyer instead of only features
____ Effective use of trial closes (follow-up questions to determine where the buyer is in the decision process)
- 5%** **OVERCOMING OBJECTIONS:** (OBJECTIVE: eliminate concerns and addresses questions to the buyer's satisfaction)
____ Initially gains better understanding of objection (i.e. recognizes objection/concern)
____ Effectively answers the objection (i.e., responds to objection/concern)
____ Confirms that the objection is no longer a concern of the buyer
- 20%** **CLOSE:** (OBJECTIVE: take initiative to understand where you stand with the buyer now and in the future)
____ Asked for business or appropriate commitment from the buyer
- 15%** **COMMUNICATION SKILLS**
____ Effective verbal communication skills (active listening, clear and professional verbiage)
____ Appropriate non-verbal communication
- 5%** **OVERALL**
____ Salesperson enthusiasm and confidence
____ Product knowledge

Comments:



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CHALLENGE**