



## Fall 2021 Warm Call/Role-Play Scenario

The product for ICSC 2021 is Reliaquest GreyMatter. The entire role-play competition is based upon a potential sale to Virgin Voyages, Sir. Richard Branson's luxury cruise line.

**Warm-Call Round** – A maximum 10-minute telephone call to get the round 1 appointment. At the end of this event, a level-setting document will be released describing what occurred in the telephone call to establish a baseline for the needs identification meeting (round 1 and the wild-card)

**Rounds 1A and 1B** – Needs Identification sales meeting based upon details uncovered in the warm-call. Thursday (15 minutes).

**Wild-Card Rounds WC-A and WC-B** – Needs Identification sales meeting (repeat of Round 1 to the initial contact). Thursday (15 minutes).

**Round 2, Round 3 and Round 4 (the Final Round)** are a succession of meetings to completely define the needs of the prospect and seek a final "buy" decision. Friday/Saturday (20 minutes).

At the end of each round, a document will be released that summarizes the facts and needs that should have been uncovered in that round. This will allow all competitors moving on to the next round to start from the same point of reference.

### **Important Note to Competitors and Coaches:**

ICSC attempts to provide as realistic a role-play situation as possible. Similar to a real selling situation, the sales person needs to learn about the product being sold, learn about the individuals in the meetings, learn about the prospect's company and even that company's customers. In addition, all ICSC role-play situations take place on a world-stage, so a basic understanding of current world events is always helpful.

**Disclaimer:** The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.

**Acknowledgements:**

Thank you to all of the sales program faculty from around the world that continue to provide advice, encouragement and support as the International Collegiate Sales Competition evolves. And a special thanks to the faculty and staff of Kennesaw State University for sharing methods and ideas on how to run a large-scale collegiate sales competition; especially, Terry Loe, Director, Mary Foster, and Randy Stuart (Sarge).

**Disclaimer:** The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.

## Scenario for Round 1 and the Wild-Card

You started to work for ReliaQuest soon after graduation. But your first two months were spent working from your home office. Your position is “Business Development Representative (BDR)” where your responsibility is to follow up on leads, get basic qualifications and pass to an account manager. This was the perfect way to learn about GreyMatter, the people you would eventually be selling to and the industry in general.

It was late August when your manager called and said your office space was ready and it’s time to work from the corporate office in Tampa. As exciting as working in-person was, what he said next was even more exciting. “Everyone here is impressed by your efforts and your success in getting appointments. I am moving you to work with Tim a senior account manager to assist him with following up on leads.”

Tim was great to work with and spent lots of time listening in on your calls and coaching. Once again, the sales courses you took in college (and especially the role-plays) paid off. In mid-October, Tim said that he and everyone else were really impressed by your success rate. Tim said, “Here is a lead from some company called Virgin Voyages and someone named S. Worling, the CSO. If you get the appointment, it’s your account.”

Worling had downloaded several whitepapers, which required his/her email. After an exchange of several emails between you and Worling, he/she agreed to a 10-minute telephone call to, “Learn more about GreyMatter.”

In that call, Worling shared with you that the last 12 months have been a little crazy. The Scarlet Lady had been scheduled to sail her maiden voyage in June of 2020, but because of the pandemic it did not happen till July 2021. On this maiden voyage, over 40% of the passengers were travel agents and they loved everything about the “Lady.”

Worling shared that way back in April, he started thinking about adding several more security analysts to his staff after the Colonial Pipeline Ransomware attack. However, to justify the additions, he wanted to wait until bookings started to increase which happened right after that maiden voyage.

As cruise bookings increased, so did intrusion attempts. That is why Worling started looking into different approaches for cyber security. The pandemic caused a dramatic shift in how travel agents work. Most now worked from home and many used their personal computers rather than being on corporate networks which, in general, were more secure. He/she also

**Disclaimer:** The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.

shared an article with you titled, "[Wanted- Millions of Security Experts](#)," and said hiring more security analysis just may not be an option.

You explained to Worling that, if you could get a clearer picture of Virgin Voyager cyber security issues, you could go into detail with how GreyMatter could help.

Worling agreed to a 15-minute meeting the morning of November 11<sup>th</sup>.

## **WILD-CARD ROUND**

**Note: - BE CAREFUL – DO NOT ASSUME ANYTHING FROM ROUND 1 - Any facts or needs uncovered in Round 1 may not apply to this Wild-Card Round.**

When you showed up for the meeting Thursday morning, Worling's assistant apologized and explained that, because of car problems, the meeting would need to be rescheduled. However, you were told that if you have office work to do there is an empty office with phone and Internet access that you could use (and they would even provide you lunch). Then you could meet in the afternoon. You did have a ton of things to catch up on so you agreed and the meeting was reset for early afternoon.

**Disclaimer:** The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.