



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. Ricard 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:

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Warm-Call Round

It has been a tough and unusual year for you as it has for everyone around the world. In the Spring of 2020, because of the Covid-19 pandemic, the world had shut down. All your classes for the last few weeks of your Spring 2020 semester went virtual. Then all your senior year Fall and Spring classes were also virtual. Not what you dreamed your senior year would look like. But, by Spring 2021 new infection rates were low enough that, following CDC guidelines, your university had an in-person ceremony and both your vaccinated parents attended.

You had not only survived this most unusual year, you had thrived. Great teachers in your sales program helped you develop additional skills in on-line selling. Zoom and Microsoft Teams were now your best friends. As a result, you had several job offers two months before graduation. However, when Taylor Jacobs from Reliaquest called your answer was immediately, "Yes."

Reliaquest was slowly and carefully getting everyone back to working at the corporate offices. But your first two months were spent working from your home office. Your position was "Business Development Representative (BDR)" where your responsibility was 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 in listening 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 he and everyone else were really impressed by your success rate. Here is a lead from some company called "Virgin Voyages" from someone named S. Woring, the CSO. If you get the appointment, it's your account".

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

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