

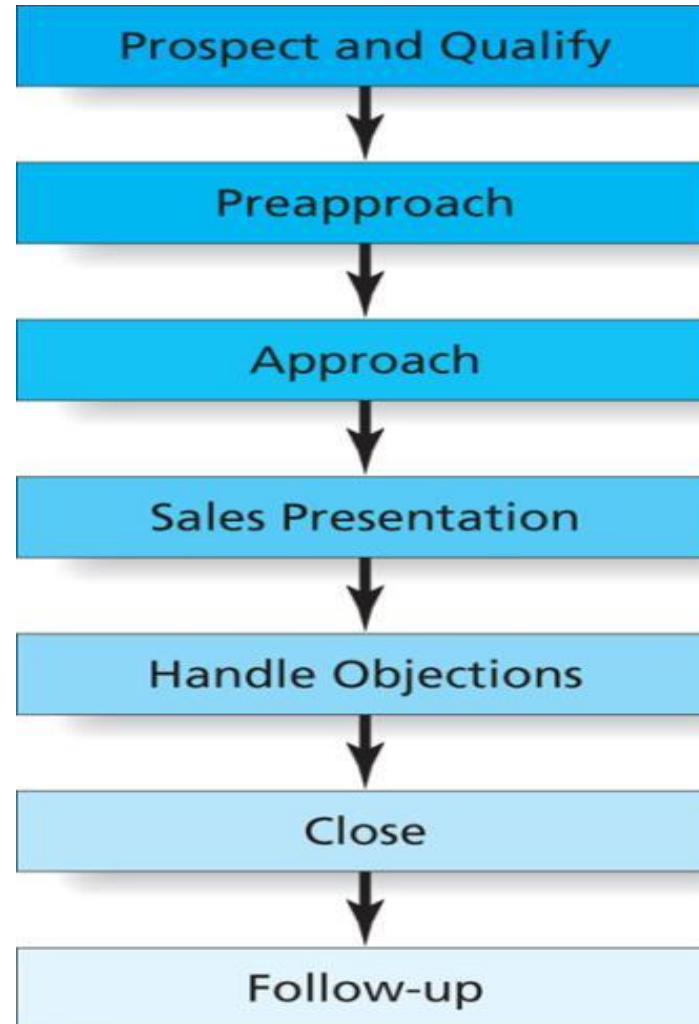
Learning by Role Plays

**Jay Mulki
Dr. Adorable**

Northeastern University

Everybody loves Jay

Steps in the Creative Selling Process



- Form Groups in the class
- Each group picks one firm
- Research the company, identify the Buyer
- Develop a customer profile using LinkedIn, Face Book, communication style, information about buyers organization
- 3 Role Plays
- Approach: one team member acts as a buyer (fit the profile) and other as the seller – gets the appointment for the next meeting
- SPIN – Questioning and set up sales presentation appointment
- Sales Presentation, Objections and closing
- Involving actual buyers in the final presentation