

Sales Process Role Playing

Jay Mulki

Northeastern University

Students do three role plays structured to foster learning. They practice the sales process steps. A list of firms suitable for role playing, along with some information about each, is provided in the appendix.

Groups pick one of the companies in the list and use the list to role play the following steps through the semester.

1. Approaching the customer
2. Strategic Questioning, responding to objections and closing the sale
3. Aftersales service

Steps:

1. Form a team with two students (Buyer and Seller)
2. Student team picks a company from the list as the potential buyer.
3. Team collects additional information about the firm (buying firm), its officers and the principle buyer. They also gather information about the company with particular emphasis on growth plans, current issues, major customers etc.
4. This information is used to understand firm/buyer's pain and gain points.
5. The team uses LinkedIn, Face Book, webpages etc. to develop information about the principle buyer.
6. Develops buyer's communication style and personality types.
7. Develops a customer profile and submit a copy to the instructor (first submission- Graded with feedback).

Role Play 1-Approaching the customer and Strategic Questioning

The team does the role-play with one student assuming buyer's role (and using communication style developed from research). The salesperson uses strategic questioning (survey questions, probing questions, implication and solution) to collect information to develop a potential project that addresses either gain or pain points of the buyer. Seller also uses this meeting to get an appointment to present the solution.

Role Play 2- Presenting the solution, responding to objections and closing the sale

Team will submit the details of the proposed solution to the Professor along with possible objections and responses and plans for closing the sale (Second Submission to be graded)

The salesperson will present the solution to the buying team, which will include buyer (part of the team) and the professor or an outside person. The buying team will raise objections, seek clarifications and to ensure the quality of the solution. Team members (Buyer and the Seller) will be graded on their performance. The grades will be based on quality of presentation, objections raised, response to the objections and the closing. The salesperson is required to address both buyer(team member) and the second member of the buying team.

Role Play 3 – After sale service

This role-play will be used to role play the various activities associated with after sales service. The team will also address a problem/issue (example: late delivery, payment terms etc.) and the buyer and the seller will meet to address the problem . The tem will submit details of proposed issue and solution (Third submission to be graded).

Non- role playing teams will also evaluate the role play.