

Marketing 3391 – Professional Selling/ Self-Evaluation of Video Recorded Role Play

I. Approach

- A. Discuss what you did to create a good first-impression and any changes for improvement you would make if you had it to do over again.**
 - Creating a good first impression with the buyer is one of the most important steps in the sales process as it sets the tone for the entire call. I believe that I created good rapport by coming in with a smile, good energy, and thanking the buyer for taking the call. I was respectful of her space by asking to take a seat and was able to present my business card to hopefully create good communication with the buyer in the future which is always one of my main goals. I feel as though I sounded a bit nervous and not as well read as I would have liked. In the future I would say the buyers name and hold better eye contact. I also feel that I need to slow down and take a breath that way I would not forget where I am in the conversation and have to refer to my notes multiple times to just get started.

- B. Discuss what you said to create interest and any changes you could have made to improve your approach.**
 - To create initial interested I decided to go with the referral approach and discussed another client of theirs who referred me to the business. I enjoy using the referral approach because it shows that I have connections with other businesses, and I am trusted enough to be recommended. In the future I could potentially start with a small compliment then followed by the referral to maybe make it sound more natural. After handing her my business card I got a bit lost in the steps, so I asked to look at some notes for the presentation. In the future I would try to avoid this as it was merely from stress of having to go first and not trusting myself enough to know where I was in the role play. I would go into the referral different rather than saying “I’m actually here because” I didn’t like how that sounded on video.

II. Relationship Building

- A. Discuss how you showed the buyer that you were interested in a long-term relationship rather than just a quick sale and how you could have done this better.**
 - This began when I handed the buyer my business card at the very start of the presentation as I believe that it creates an open line of communication and demonstrates that I am open to helping in any way at any time. I was also good at being an active listener while questioning the buyer such as having good eye contact and asking appropriate questions. I opened with thanking her for the meeting and stating how excited I was to talk with them which I think started the conversation off with a good energy and showed I was excited. Beyond listening I could have better questioned her concerns and probed for more clarity but when the buyer mentioned that they “could use a meeting” I was happy to respond that I was there to help!

- B. Discuss how well you built rapport and credibility and ways to improve.**
 - I initial built good rapport by starting with the referral opening. I mentioned that a client of theirs *Starship Cruises* had mentioned that they were having some issues and that I could help. I believe that this is a great method of showing the buyer that I could be trusted to make this sale and that I could help them (help that they admitted to needing). I held good eye contact and was an active listener (after I was able to look at my notes to get my bearings). I felt that both the buyer and me were having a comfortable conversation that did not sound

overly scripted. I could work on going more off script and probing for addition needs and asking the buyer if the information sounded alright before moving on.

III. Needs Identification/Confirmation

A. Discuss how you identified known needs, identified additional needs, and ways to improve.

- I correctly identified known needs by initially mentioning that I knew that they were having break-ins and that I was referred to help with the issue. The buyer was able to confirm that they were having issues and that they were eager to speak with me about our “non-traditional” solution. I correctly asked the buyer if I could question them after going over my agenda- in the future I would tweak how I went over the agenda as it sounded stale, scripted, and I asked too many times if I could question them because I forgot my place. When questioned I was able to identify that the current security measures (padlocks, fence, and good lighting). The buyer then told me without needing to probe that the measures weren’t working which was my next question (break-ins twice per-year) and if it has impacted their business (it had greatly with loss of employees and expenses). Lastly, I asked what they wanted in a security system (to save money and stop break-ins). I believe I asked good but broad questions, and I should have asked for more information from the buyer. I identified all their needs but there was opportunity to expand, and I went straight into the presentation which made it seem like I was not listening.

B. Discuss how you recapped the 2-3 major concerns of the buyer. Ways to improve?

- I did not recap the concerns of the buyer well during the needs portion of the role play. I identified the concerns which were saving money, stopping the break-ins, and preventing employee and material losses but I did not reiterate that during this portion of the conversation which is a major point I need to work on. This portion of the roleplay was only about 3 minutes when it should have been closer to 5 and instead of trying to hurry and head right into the presentation I should have slowly confirmed and restated the buyer’s concerns.

IV. Presentation

A. Discuss how you kept the buyer’s attention, improved understanding, helped the buyer to be able to remember, offered proof, and ways to improve.

- I had a good presentation that I created with mostly visuals and important securedog features. The presentation itself was captivating to the buyer but they were not distracted by text, so they were still able to listen fully to my pitch which was the goal. I was very clear throughout the presentation on our features, benefits, and price which impressed the buyer, and I had the price fully calculated even though I did have to calculate the updated price on the fly (I believe I did this well and was able to professionally calculate that on the fly to then still impress the buyer and make the sale). I offered the business background which talked about my experience in the field and how our company is legit with specific military training from working with my uncle. I stressed objections I suspected the buyer might have before they were able to ask such as the dogs being insured, military trained (not like other dogs), and saving money in the end.

B. Discuss how you stressed advantages and benefits instead of just features (provide examples) and ways to improve.

- I stressed advantages by covering that this service would be saving the buyer money in the long run. One of the main concerns brought up originally was the cost of the break-ins and the cost to install another security measure, so without them needing to question me I broke down the cost benefit of securedog. I also did mention later in the presentation how the system works with us taking care of the dogs and them being fully insured but it should have been talked about more during this portion of the presentation.

C. Discuss why you selected to present the features that you did. Ways to improve?

- I chose to present the features I did (fully insured, military trained, multiple breeds) because I felt that those were the ones that the buyer would have the most concerns/ questions about. It was important to mention that they were fully insured because it meant that the cost was even lower than other security options and they did not have to worry about caring for a dog which could be a more stress than help. The dogs being military trained it also another important feature I stressed throughout specifically stating “these are not regular dogs” as it was important for the buyer to see that they were there to do their job just as any other security system. I also made sure to call them canines throughout the presentation to give them a sense of authority and again stress that they aren’t just dogs. Multiple breeds were the last important feature as it gave the buyer multiple good options and the choice to even sign with more than one. I feel that I should have better talked about securedog as a system that way they could fully understand how it operates without having to go back and explain it later as I did.

V. Objections and Questions (answer A-D for each one)

A. What was the buyer’s question or objection?

- The buyer had two questions the first one being how would securedog compare in cost and effectiveness to installing an alarm system that they were considering which would cost 5000 to install and 250 a month to monitor. The second question was asking if they should put up signs to warn about a dog to protect from any accidents.

B. Your reply – (what you said and what method you used).

- To the first concern I used the benefit summary method by just running the numbers again and comparing the costs of the two systems and proving that securedog would still be the cheaper (and better) option for their business. For the second question I also partially used the benefit summary by again discussing how our dogs were fully insured and then went over exactly how the system works to prevent any accidents from occurring. I should have discussed that earlier before this point, but the object gave me the opportunity to clarify.

C. Other ways you could have replied (use 2 methods for each objection). Be sure to label the type of method used.

- I could have responded to both objects with the revisit/ boomerang method. They objected that it might be too expensive, but I rebounded and explained how they would be saving money. The second objection again they feared someone getting hurt and I again revisited how there would be little to no chance of an accident happening by explaining our system. I also could have used the continuous yes method with both objection because the buyer had already agreed to many of these points during the presentation itself. I could have had them say yes it was saving them money and yes, I mentioned that the dogs were fully insured.

D. To way you should have replied. Be sure to discuss why you feel this is the most appropriate reply.

- I agree with myself earlier that the benefit summary method is the best and most concise way to reply to both objections. I believe that it gives a buyer a chance to again listen to the benefits and agree again that it was the best choice. It works especially well with the securedog case study as we have the numbers and can work them out and show the benefits so there is not much convincing, I must do on my end when the numbers speak for themselves. It also works with the accident objection as we had already stressed the feature of the dogs being specially trained and completely insured so even if there was an accident the buyer would not have to worry.

VI. Closing

A. Discuss how effectively you checked for agreement throughout the presentation, how many trial closes and ways to improve.

- I did not check for agreement throughout the presentation and did not really see any use of trial closes. I think my close it the weakest of the sections and I need to improve on asking the buyer if they agree with the options being presented to them. I did receive positive notes from the buyer throughout the presentation especially after showing them the savings so that was

effective as far as knowing they were interested in the service. I need to better prepare for the close in the future and discuss with them if what I am offering is exactly what they need and want.

B. Discuss the number of times you tried and the words you used to close. Be sure to label the type of method used.

- I only had to try once to close after overcoming objections. The buyer asked for the sale themselves and then I went in with the direct ask closing method asking if I could sign them for Razor for 365 days. After the buyer indicated that they were ready to close the sale I was able to ask “Can I put you down for Razor for 365 days” confirming the specific type of dog and the time lengths. I did have contract for the buyer to sign which was a nice touch to make the role play feel more authentic.

C. Discuss what you should have done to close more effectively and why you feel this is the most appropriate.

- I believe I would still have used the direct ask approach even if the buyer did not ask me for the sale. I believe it is the easiest and most affect way to get them to come to a decision on the product. I could have better made sure of our next steps because while I did set up a second meeting, I could have gone over what we would offer now that the sale has been made such as when we would set up and when payments were due. I went too quickly during the close and tried to leave and I did not assure the buyer at the close that they were making a good choice which is important to them not experiencing any regret afterwards.

VII. Professionalism

A. Discuss how well you exhibited professionalism and how you could improve.

- I believe that professionalism was one of my main strengths during this roleplay. I kept good eye contact and tried to flow through the presentation without rushing the buyer in any way. I spoke in a clear tone and was able to keep a professional manner even when I was thrown off by having to calculate numbers on the fly. I could work on my mannerisms such as swinging in the chair and not having my hands visible at times. I did use my hands to talk a couple times, but it stayed within professional bounds. I did say while discussing the price that they would say “a ton of money” which was not a professional phrase to use, and I should have said it would maximize their saving instead.

VIII. Communication Skills

A. Discuss your presentation, questioning, and listening skills and ways to improve.

- I had good but not fantastic presentation and questioning skills. I had good listening and always paid attention to the buyers concerns but I could have probed for better clarification after listening. I moved on too fast because I felt I understood but there is always a chance to learn more. My presentation was clear and concise, but I relied on my notes too heavily and had to look at the slides too much to know where I was. I need to better prepare and practice the presentation so that it flows easier, and I am not relying on my notes as much.

B. Discuss your non-verbal communications (body language) and ways to improve.

- I had mostly good non-verbal communication throughout the presentation. I was able to comfortable hold eye contact (when I wasn't looking at my notes) and I was able to keep a positive open demeanor throughout. I noticed I leaned in towards the buyer and used my hands appropriately when speaking with them. I need to be more concise of swiveling in my chair and not having my hands in my lap.