

2023 High School Sales Challenge

First Round Role-Play Scenario

Sell You: Podcast Interview

The "**Sell You Podcast**" hosted by the Cotsakos College of Business at William Paterson University is relatively new, has an average of 10,000 monthly listeners, and reaches a target audience aged 18-33 throughout the United States. The podcast's mission is to provide a platform for aspiring social media influencers, entrepreneurs, digital marketers, and sales professionals to grow their online followers.

As an upcoming **Social Media Influencer** (thought leader), you have hired a digital marketing agency to increase your online followers. The agency developed a 90-day marketing campaign introducing a new YouTube channel and pitching you on several podcast shows as a guest. The agency informs you that people need to know, like, and trust you before they will follow you, and the fastest way to influence anyone is by effectively selling yourself first and then the ideas that support who you are.

The agency booked you as a featured guest on the "**Sell You Podcast**." You will participate in a two-part podcast interview series. During part one, you are to effectively "sell you" to the podcast host and listeners, influencing them to know, like, and trust you. Part two of the interview series will take place a week later. You are to "sell your idea" to convince the podcast host and listeners to trust and support a cause you strongly believe in.

How To Prepare

Being a guest on the "**Sell You Podcast**" is a once-in-a-lifetime opportunity. To assist you with preparing, the podcast producer, Jesse Skye, has provided documentation to help you learn how to sell yourself using the I.M.P.A.C.T. Selling Model and sample podcast interview questions. Before your podcast interview, you are also encouraged to attend the "**Sell You Podcast**" training sessions.

Your Objectives

Below are several objectives for your podcast interview.

1. Greet the podcast host in a professional manner
2. Introduce yourself and build rapport with the podcast host
3. Answer the presented questions with compelling stories to sell yourself
4. Have fun, smile, and be positive and authentic while speaking
5. Confirm the date of your next podcast interview and thank the host for being on the show
6. Close by sharing your fictitious social media handles and contact information

Note: The scenario, names and numbers, except for Cotsakos College of Business and William Paterson University, are fictitious and presented for the sole educational purpose of the High School Sales Challenge.

Sell You: Podcast Interview Questions

Below are podcast interview questions to help you prepare. The podcast host will ask similar related questions to produce a fun and interactive show. The allocated time for the interview may only allow some of the questions to be addressed. However, it is best to be prepared to answer them all.

- 1. Tell us who you are.**
- 2. What are your career plans and aspirations?**
- 3. What are your academic strengths?**
- 4. What do you like to do for fun?**
- 5. Whom do you most admire and why?**
- 6. What makes you unique?**
- 7. Who would you choose if you could have dinner with anyone, dead or alive?**
- 8. How do you measure success, and what does it look like for you?**
- 9. What is something you have accomplished in high school that you are proud of?**

Sample Podcast - Sell You: Podcast Interview

Intro

Host: On the "**Sell You Podcast**," our guests sell themselves and their ideas. My name is Morgan Davis, and I am your host. This week our guest is [Guest Full Name]. Welcome to the show [Guest First Name].

Q. Tell us who you are.

Host: Please start by telling our listeners who you are.

Q. What are your career plans and aspirations?

Host: I hear that you are an aspiring Social Media Influencer. What other career plans or aspirations do you have?

Q. What are your academic strengths?

Host: My strongest subject in high school was English, and I became a best-selling author. What are your academic strengths, and how do they support your career goals?

Q. What do you like to do for fun?

Host: In high school, I was very active in sports. Share some of the activities that you like to do for fun.

Q. Whom do you most admire and why?

Host: Growing up, my parents were my role models. Who do you consider a role model in your personal life?

Q. What makes you unique?

Host: Most of our podcast guests have unique gifts, talents, and skills. What makes you unique?

Q. Who would you choose if you could have dinner with anyone, dead or alive?

Host: I would like to have dinner with the President of the United States. Who would you choose if you could have dinner with anyone, dead or alive?

Q. How do you measure success, and what does it look like for you?

Host: You will graduate high school soon, which will be one of your most outstanding achievements. How do you measure success, and what does it look like for you?

Q. What is something you have accomplished in high school that you are proud of?

Host: High School can provide rewarding experiences. What is something you have accomplished in high school that you are proud of?

Outro

Host: [Guest First Name], thank you for coming on the show. Learning about you and giving you a platform to sell yourself was a pleasure. We look forward to having you back next week for part two "Selling Your Idea." Please let our listeners know how they can get in contact with you.

Evaluation Rubric - Selling You: Podcast Interview

1) Organization and Structure: (12.5%)

Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest's responses are clear, logical, and organized.

Poor: The podcast guest's responses are difficult to follow, confusing, and not organized.

2) Use of Language: (12.5%)

Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest uses proper language and correct pronunciation and grammar.

Poor: The podcast guest uses improper language, incomplete sentences, and incorrect grammar.

3) Delivery and Style: (25%)

Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest's interview responses are well paced for audience understanding, body language reflects comfort, shows enthusiasm and confidence, has great speaking volume, and maintains audience interest.

Poor: The podcast guest's interview responses are either too slow or too fast, show nerviness and uneasiness, lack interest and confidence, and volume is too low or too high.

4) Depth of IMPACT Content: (50%)

4.1 Influence: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly shares important information with the host and listeners.

Poor: The podcast guest shares information unimportant to the host and listeners.

4.2 Move: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly share information that emotionally moves and connects with the host and listeners.

Poor: The podcast guest shares information that does not emotionally move and connects with the host and listeners.

4.3 People: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly understands that the host and listeners are their target audience and provides relevant information.

Poor: The podcast guest provides irrelevant information to the host and listeners as their target audience.

4.4 Act: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly indicates the next engagement point and format.

Poor: The podcast guest does not indicate any plan for the next engagement point or format.

4.5 Commit: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly shares information about what they do/did, which can gain the host's and listeners' commitment.

Poor: The podcast guest does not indicate the commitment required from the host and listeners.

4.6 Trust: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly shares information about what he/she does/did, which can gain your trust,

Poor: The podcast guest does not provide any information which gains the host's and listeners' trust.

Please provide feedback to the competitor. Include what you liked and what can be improved.
