

2023 RBI Sales Triathlon
First Round Role-Play Scenario

Baroan Technologies Inc. Role-Play One¹

Baroan Technologies Inc., BTI, (www.baroan.com) is a Managed Services Provider (MSP) that provides business technology and consulting services to small and medium-sized businesses in the NYC Metro Area. BTI's proven methods for digital transformation overcome the failures that most companies experience while trying to achieve business goals through technology. BTI closes the gap typically created when executives, who are not technical, delegate business initiatives to technologists who are not businesspeople.

As a junior BTI sales representative, you have recently been assigned to the specialty metal industry. You have done your research in the industry, and one company on the list that stands out to you is **Krypton Metals (KM)**. You have found out that **KM** is a national leader in specialty metals supply for the aerospace, industrial, medical, and oil and gas markets through your research. Holding a complete inventory of specialty metals across a national service network, **KM** has delivered technologically sophisticated supply solutions to manufacturers through a seemingly highly experienced and technically driven team since 1992. **KM** has a headquarter in Wayne, NJ, with three other major locations across the US, with overall operating annual revenue of \$120 M.

You have cold-called the company numerous times to find a key person with no success. You got an Account Manager, **Jordan James**, on the phone. You briefly explained the digital transformation and asked **Jordan** if this is relevant to their company situation. To your great surprise, **Jordan** briefly shared the frustration with the firm's earlier efforts at modernizing software and cybersecurity but also mentioned s/he's not the person to talk to about it. You persisted and uncovered a few issues. The inventory management system **Jordan** uses doesn't integrate well with the e-commerce platform customers use online, nor does the home-grown inventory management database let the account manager make quotes based on goods in stock or the cost of sales. So quotes are slow for the customer, uncompetitive in pricing, and time-consuming for the account manager. You also heard that network downtime is a pain point. **Jordan** signaled that s/he could not stay on the call much longer as s/he had to meet a major client. You requested a meeting, and **Jordan** agreed to meet you in person in a week.

¹ All names, except for BTI, numbers, and dollar values, are fictitious and presented for the sole educational purpose of the National Sales Challenge.

Your Tasks

1. Meet with the client.
2. Make sure you have dressed appropriately. Be on time!
3. Make your best effort to uncover the client's needs.
4. Identify the key decision-makers in the client's company.
5. If needed, your contact detail in this role play is sales@bti.com.
6. Persuade Jordan to conduct a free Business Improvement Review in a different meeting.

Your Talking Points

Use the following points as a guide, not a reading script.

- Most digital solution networks rely on different needs tiers: a) the IT infrastructure tier at the bottom of the pyramid, b) the safety, and c) the connectivity, d) collaboration, and e) the business actualization tier via digital transformation at the top of the pyramid. While identifying the client's needs, make an effort to assign the identified needs to a proper tier, as mentioned here.
- Most technology projects fall short of expectations. It's hard to measure results; they don't meet goals, or the projects fail. How does this happen? Business executives identify an issue to fix, do research, attend a trade show, or get sold on an IT solution to the issue. They then hand it off to the technologists who install it, secure it, back it up, and make it accessible to all. They do the technical work well. But the solution is not adopted fully. There are bottlenecks; workflows are not addressed, so information remains siloed. It just doesn't work. There is a disconnect between what the executives had in mind and what the software or hardware was intended and capable of addressing. So the result is that the project doesn't meet business objectives.
- **Jordan** mentioned cybersecurity and inventory management software. In the meeting, probe what the problem is.
- Inquire about network downtime and any other IT-related issues **KM** is struggling with.

Evaluation Rubric

Your performance will be evaluated against the rubric below by industry experts and executives.

APPROACH & RELATIONSHIP BUILDING

(Effectively gained attention and built rapport) – 15%

- Greeted the customer professionally and established rapport
- Dressed professionally
- Gained client's attention
- Demonstrated enthusiasm and confidence
- Demonstrated smooth transition into needs identification

NEEDS IDENTIFICATION

(Obtained a clear understanding of the client's situation) – 25%

- Effectively determined relevant facts about the client's concerns
- Asked effective questions, uncovered client's needs and requirements
- Effectively clarified client needs (discovered current problems, goals, etc.)

OBJECTION HANDLING

(Eliminated concerns to client's satisfaction) – 20%

- Initially gained a better understanding of objection (clarified or allowed the client to clarify the objection)
- Effectively answered the objection
- Confirmed that the objection is no longer a concern of the client
- Built trust in the relationship
- Established credibility

COMMUNICATION & PRESENTATION

(Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication) – 25%

- Effectively used verbal (active listening; restated, rephrased, clarified, probed for understanding) and nonverbal communication (body language, posture, facial expressions, eye contact, etc.)
- Exhibited product-market knowledge
- Reinforced value in relationship with Baroan Technologies
- Highlighted the gain for the client in offering enhanced benefits to their employees and clients
- Used appropriate/professional visual aids
- Effectively involved the client in the conversation
- Persuaded the client to build a relationship

CLOSE

(Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment) – 15%

- Asked for a next meeting to present Baroan Technologies' solution formally
- Client agreed to the next meeting