



Role: Sales Representative

Your role and responsibility: as the Cox sales representative in this role play, come as close as possible to achieving your sales call objective, which is to completely qualify this sales opportunity. Use a Call Plan to prepare for the call. During the role play, apply selling skills to:

- Open the call
- Identify customer goals, problems, and needs/timing (consultative approach)
- Qualify the opportunity in terms of budget/timing, decision process/timing, and competition/timing
- Listen actively, empathically, and strategically
- Probe for clarification/confirmation, as appropriate, to increase and ensure understanding
- Build, acknowledge, support, and expand, as appropriate
- Close the call, requesting a follow-up meeting to present Cox's proposed solution

Special instructions: Although you will not be representing an Cox solution during this qualifying sales call, review the Cox Novus presentation to understand Cox's capabilities relative to the customer needs you will identify during the call.

Customer/Prospect: Betty/Bob Jones, Office Manager, Metropolitan Medical Clinic

Situation Summary: In a recent article in the Daily Gazette, the Metropolitan Medical Clinic, a family practice health clinic, announced the intent to add 2 new doctors to its practice. The facility already has 4 doctors and with the new additions including support staff, the total number of employees is 12. The increase in staff is in response to population growth in the suburban area that the Metropolitan Medical Clinic serves. The article quoted Betty/Bob Jones as saying, "we intend to provide our patients with a variety of services, including access to scheduling and communication with our health care providers via the Internet. We recognize our patients are expecting this type of sophistication in the use of technology." After reading the article, you planned to telephone Jones and qualify the prospect.

Time Recommendation:

- Preparation – 20 minutes
- Role Play – 45 minutes
- Feedback and discussion – 20 minutes



Role: Customer/Prospect

Your role and responsibility: Prepare by reviewing the situation summary and customer cues below, then interact realistically with the sales representative during the phone call. The role of the customer can greatly influence the sales representative’s skill practice, so ***please use the following cues whenever possible.***

Your name/position: Betty/Bob Jones, Office Manager, Metropolitan Medical Clinic

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This role play will begin with the Cox sales representative opening the call.

Customer/Prospect Cues:

When the sales representative: **You should:**

Opens the call	Be cordial. Agree to the plan and time frame for the call as suggested by the sales representative.
Probes for goals	State that your goals are to provide Internet access to accommodate growth of the clinic staff. Access is the primary objective, however, you are open to additional services. Also, you are reconsidering upgrading the phone system as well.
Probes for problems	State that the problems interfering with the achievement of the goals include: <ul style="list-style-type: none">• Getting conflicting information of how best to securely provide Internet access from various sales people. Some say you need static IP addresses for each PC, others say to use a firewall.• Not sure how much bandwidth will be required.• Concerned that the number of telephones may not be adequate for the increased staff headcount.• No one here to provide technical support.
Probes for needs/timing	State that you need to provide Internet access, revisit the phone system configuration, and try to make sense of the many different ways to provide access. The timing of the new staff’s arrival is 2 months and you want to have a solution in place by then.
Probes for budget/timing	State that the budget has been established as part of the planned growth. The money for the project is part of the overall telecom budget. Timing is not a factor for the purchase as the project has been planned for.
Probes for competition/timing	State that you have a meeting scheduled tomorrow to meet with a Qwest sales representative to discuss service options. They have already mentioned that DSL is a likely part of the discussion.
Closes the call	Accept the action plan as proposed by the sales representative.



Role: Coach

Your role and responsibility: as the coach in this role play, your responsibilities are to coordinate the materials, provide constructive and supportive feedback, and track the time. Read the situation summary below, then prepare to observe and assess the call using the appropriate coach's feedback form.

The Cox sales representative's **sales call objective** is to completely **qualify** this sales opportunity. During this role play, observe the representative apply selling skills to:

- Open the call
 - Identify customer goals, problems, and needs/timing (consultative approach)
 - Qualify the opportunity in terms of budget/timing, decision process/timing, and competition/timing
 - Listen actively, empathically, and strategically
 - Probe for clarification/confirmation, as appropriate, to increase and ensure understanding
 - Build, acknowledge, support, and expand, as appropriate
 - Close the call, requesting a follow-up meeting to present Cox's proposed solution
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Goals, Problems: the prospect's goals are to provide Internet access to accommodate the growth of the clinic staff. Access is the primary objective, however, the prospect is open to additional services. Also, the prospect is reconsidering upgrading the phone system as well.

Needs: the prospect needs to provide Internet access to the staff, revisit the phone system configuration, and try to make sense of the many different ways to provide access. The timing of the new staff's arrival is 2 months and the prospect wants to have a solution in place by then.

Time Recommendation:

- Preparation – 20 minutes
- Role Play – 45 minutes
- Feedback and discussion – 20 minutes