



## Role: Sales Representative

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**Your role and responsibility:** as the Cox sales representative in this role play, your sales call objective is to close the sale by gaining Smith's (1) acceptance of Cox's proposed solution and (2) commitment to install an Cox IP T-1 service.

Use a Presenting/Closing Sales Call Plan to prepare for the call. Also, refer to your Qualifying Sales Plan from the previous meeting. During the role play, apply selling skills to:

- Open the call
- Recommend an approach, as appropriate
- Present Cox's solution
- Probe for clarification/confirmation, as appropriate, to increase and ensure understanding
- Clarify, assure, and manage concerns, as necessary
- Close the sale
- Close the call

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**Customer/Prospect:** John/Jill Smith, Office Manager, Web Wonders Group

**Situation Summary:** In a recent article in the US Today, the Web Wonders group, website Development Company, announced the intent to double their client base with an acquisition. The company already has 15 website developers and supports about 300 customers nationwide.

**Goals, Problems:** During the first call you learned that Smith's **goal** is provide REDUNDANT Internet access to accommodate growth customers and ability to access customer's websites. Redundancy is the primary objective.

**Problems** interfering with the achievement of this goal include:

- Conflicting information of how best to have REDUNDANT IP Connections.
- Not sure how much bandwidth will be required.
- No one available to provide technical support.

**Needs:** you identified that Jones needs to (1) provide Redundant Internet access (2) determine how much bandwidth is needed, and (3) determine the correct method of delivery.

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**Time Recommendation:**

- Preparation – 30 minutes
- Role Play – 45 minutes
- Feedback and discussion – 20 minutes



# Role: Customer/Prospect

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**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.***

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**Situation Summary:** In a recent article in the US Today, the Web Wonders group, website Development Company, announced the intent to double their client base with an acquisition. The company already has 15 website developers and supports about 300 customers nationwide.

This is your second contact with the Cox representative. The role play will begin with the representative opening the call.

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## Customer/Prospect Cues:

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

Opens the call	Be cordial. Agree to the plan and time frame for the visit as suggested by the sales representative.
Recommends an approach	Listen carefully and accept the representative’s recommendation if it includes an accurate summary of your identified goals and problems <b>and</b> contains a plausible approach for achieving your goals and solving your problems. Your <b>goals</b> are to: <ul style="list-style-type: none"><li>• Provide Redundant Internet access to accommodate growth of office.</li></ul> <b>State</b> that the problems interfering with the achievement of the goals include: <ul style="list-style-type: none"><li>• Conflicting information of how best to have REDUNDANT IP Connections. DSL vs. T-1, AT&amp;T vs. Cox, DSL vs. Cable, Cable vs. Satellite</li><li>• Not sure how much bandwidth will be required.</li><li>• No one available to provide technical support.</li></ul>
Presents a solution	Listen carefully to the representative’s presentation, and be receptive if it includes an accurate summary of your identified needs and contains relevant features/functions with benefits that relate to your specific needs. <ul style="list-style-type: none"><li>• Your needs are to (1) provide Redundant Internet access (2) determine how much bandwidth is needed, and (3) determine the correct method of delivery.</li></ul> <b>Note:</b> following your acceptance of the representative’s presentation, indicate there is an issue that is bothering you.
Probes for clarification	Emphasize that you have doubts about the quality of Cox’s Internet access. Tell the representative that you heard that not all Internet quality is equal and you’re wondering ( <b>skepticism</b> ) what makes Cox’s Internet access “good.”
Provides assurance	Listen carefully and accept the representative’s assurance if the representative <b>first</b> acknowledges your skepticism and then cites an appropriate source of assurance. <b>Note:</b> Now indicate you believe that you will have to acquire additional equipment to make the Cox Internet access work with your PC environment ( <b>misperception</b> ). Emphasize you do not have the technical expertise to make that equipment work.
Probes for clarification	Indicate that you’ve heard that Internet services require a router and that it takes networking expertise to configure the equipment ( <b>misperception</b> ).
Provides assurance	Listen carefully and accept the representative’s clarification if the representative <b>first</b> acknowledges your misperception and then clarifies appropriately. <b>Note:</b> Now indicate you do not understand the benefit of Cox’s solution over AT&T’s



Presenting – Web Wonders Group  
proposal to provide an additional Internet access over DSL. Plus, you already have an existing relationship with AT&T and Cox would be just yet another bill to pay from another company.

Probes for clarification

Listen carefully and accept the representative's clarification if the representative **first** acknowledges your misperception and then clarifies appropriately.

Probes for additional concerns

State that you do not have any additional concerns, and emphasize that you're happy to learn that Cox can provide all telecom services.

Closes the sale

Accept the representative's close and commit to completing the necessary paperwork to initiate the order.

Close the call

Agree to finalize the signatures and documentation via FAX.



## Role: Coach

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**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 **close the sale** by gaining (1) acceptance of Cox's proposed solution and (2) commitment to finalize the paperwork via FAX to initiate the order. During this role play, observe the representative apply selling skills to:

- Open the call
- Recommend an approach, as appropriate
- Present Cox's solution
- Probe for clarification/confirmation, as appropriate, to increase and ensure understanding
- Clarify, assure, and manage concerns, as necessary
- Close the sale
- Close the call

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**Problems** interfering with the achievement of this goal include:

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**Time Recommendation:**

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