



Sales Competition Role Play Case

POA Temperature Scanning Kiosk

Pacific Office Automation (POA) is one of the largest independently-owned document imaging and technology dealers in the nation. They have twenty-five branches located in eight western states. Their extraordinary growth and reputation in the industry, have built multiple opportunities for sales representatives.

You are a new **Account Executive** at Pacific Office Automation. During the summer of 2020, you completed an internship with POA. You were paired with a sales representative to shadow meetings and appointments with customers. You also supported outside sales reps' work to develop cutting-edge prospecting and networking solutions. You graduated from college in May 2020 and were hired as an Account Executive at POA. You participated in a 100-day training program, most of which involved shadowing, role playing, and on-the-job training in a virtual format due to Covid19. You are doing well, but want to improve your sales results enough to become a President's Club member and go on the next trip when POA employees can travel, you hear it may be to Maui

You will be calling on **Oregon State University**. Oregon State is an international public research university that draws people from all 50 states and more than 100 countries. Oregon state has 2 campuses, 11 colleges, 12 experiment stations, Extension programs in all 36 counties, 200+ academic programs.

As noted on their website, "We go wherever the challenges are, push ourselves to the very edge of what's known and keep going. We are determined to forge solutions. We are diverse and welcoming. We embrace our responsibility to Oregon and the world, building a future that's smarter, healthier, more prosperous and more just. We see what could be and have worked relentlessly for 150 years to make it so."

You will be meeting with [Brian/Brianne Stroup](#), Director of Operations and Facilities for Oregon State Housing and Dining. Brian is very busy managing a staff of 50 plus employees in the housing and dining group.

Your goal for the first meeting is to set up a meeting with Brian/Brianne and his team for a 15 minute call to discuss POA's Temperature Scanning Kiosk for Oregon State.

You have 3 minutes for this initial cold call. You will be judges based on the following criteria in a 1-10 scale.

Comfort & confidence (Do they sound natural and personable?)

Warm call (Did they effectively build rapport?)

Knowledge of prospect, your product and your prospects' role (Did you do your research?)

Overcome objections (Extra points for including stories.)

Close (securing the 15 minutes meeting with a date and time)