

## **Rocky Mountain Madness**

### **Fall 2021 Overview**

#### **Round One: The Interview (64)**

**Goal: Secure the job**

Research the company and the position you are applying for and be prepared to answer and ask questions with the recruiter.

#### **Round Two: The Cold Call (64)**

**Goal: Secure a Client Needs Assessment (CNA) appointment**

Attempt to secure an appointment for a Client Needs Analysis by making an effective and persuasive initial contact with the buyer.

#### **Round Three: The Needs Analysis (32)**

**Goal: Obtain information needed to create a recommendation**

Lead an engaging fact-finding meeting with the *marketing coordinator* to learn about their business, their patients, and their goals, and secure a follow up meeting to continue the CNA with the decision maker.

#### **Round Four: The Follow Up Needs Analysis (16)**

**Goal: Obtain additional information needed to create a recommendation**

Lead an engaging fact-finding meeting with the *decision maker* to learn more about their business, their patients, and their goals, and a new service the practice will be adding. Secure a follow up meeting to present a recommendation.

#### **Round Five: The Presentation (8)**

**Goal: Close the business**

Present a strategic advertising recommendation that connects the findings from the needs analysis to your strategy, using persuasive language to close the deal.

#### **Round Six: The Follow-Up Presentation (4)**

**Goal: Close the business**

Present your strategic recommendation, caring for the objection the buyer had in your first presentation meeting, and close the deal.

## CASE INFORMATION

After you graduated from college, you accepted an offer for your first sales position with E.W. Scripps, at the Denver TV station, KMGH, Denver7. Your courses in sales shot you to the head of the new hires, and you made it through training a month early. Your role consists of hunting for new business and because the market demand for advanced dental procedures is soaring, you are asked to prospect dental centers. Your mentor at E.W. Scripps has experience selling to different medical groups, so you received first-hand advice on how to sell to the medical field. You learned that you will first have to build trust and rapport with the office manager at most medical practices, and if that's done successfully, it can get you in front of the doctor(s) who typically make the decisions. You decided to make a list of dental centers in the area and set your sights on getting a meeting with one called Briargate Dental who is based in Colorado Springs, but is known for getting customers to drive from Denver for their services. You start to dig around and find on LinkedIn that their office manager is Joanna, and she has a marketing coordinator named Diane. After consulting with your co-worker, you decide to go straight to the marketing coordinator and try to get an appointment with her.

**\*NOTE: All contacts mentioned are for role play detail and preparation purposes only – please do not contact any people, or the business, mentioned in the case. This applies to all stages of the competition.**

## ROUND TWO: THE COLD CALL

### The Sales Process

Your first step is to connect with Diane on LinkedIn and research the Dental center to find something in her profile, or about the practice, that you can bring up when you call to set the appointment. You notice two things on LinkedIn that could be interesting to include in your phone call to Diane. First, her job duties specifically mention TV spots, so you know she has experience buying TV and probably a budget for it. Second, you notice that she went to college at Minnesota State University, and so did your sister, so you have something in common! Prepare what you will say when you call Diane. The goal is to schedule a 10-minute needs assessment video call.

## ROUND THREE: THE NEEDS ANALYSIS

### The Sales Process

Your next step is to prepare a questioning strategy to use when you connect with Diane on video chat for a needs analysis meeting. During the needs analysis, you will use planned strategic questioning to uncover as much helpful information as you can, including but not limited to the business goals at Briargate Dental, their target patients, any unique factors about Briargate Dental that can be used in creative messages to influence target patients, and the marketing they are doing now and have done in the past. Prior to leaving this call, you should secure the next appointment to present Diane with a recommendation.

Following this meeting, you should understand if your Scripps station can help and if so, which advertising methods would make the most sense for them.

## **ROUND FOUR: THE FOLLOW UP NEEDS ANALYSIS**

### **The Sales Process**

Your next step is to prepare additional questioning to use when you connect with Dr. TJ on video chat for a follow up needs analysis meeting. While doing your due diligence in preparation for the meeting, you see that Dr. TJ just posted on Briargate's social platforms that they will begin offering same day crowns next month. During this needs analysis, use planned strategic questioning to uncover as much helpful information as you can about this new service, including but not limited to the business goals, their target patients, any unique factors about same day crowns that can be used in creative messages to influence target patients, and any thoughts or plans they have about marketing it. Prepare to confirm the information received from Diane as well, while talking directly with the doctor. Prior to leaving this call you should secure the next appointment to present Diane with a recommendation.

Following this meeting, you should understand if your Scripps station can help and if so, which advertising methods would make the most sense for them.

## **ROUND FIVE: THE PRESENTATION**

### **The Sales Process**

Congratulations, you have made it to the presentation step! This first part of this step is to prepare a presentation you will use in your closing call with Dr. TJ. Using either the template deck provided, or another deck of your choosing, it is critical that you demonstrate how you aligned the findings from the needs analysis to the strategy you will be presenting. Outline how and why your Scripps station can help Briargate Dental meet their objectives.

Next, you will join Dr. TJ on a video call to present what you have prepared. Using persuasive language, and acting as a marketing consultant, the goal is to close the business with Dr. TJ. If you are unable to close the business, make sure to secure another follow up meeting.

### **Notes to Consider for the Pitch:**

A suitable advertising budget for a business like this, with an opportunity for growth is: \$15,000 a month for an aggressive TV schedule, \$10,000 a month for an aggressive digital campaign, or \$20,000 a month for a strategic blend of both.

Contracts are anywhere from 3-12 months and are required at the close of the deal.

It can be expected for a campaign to take approximately 3 months to begin generating business.

## **ROUND SIX: THE FOLLOW-UP PRESENTATION**

### **The Sales Process**

Congratulations, you have secured a follow up meeting with Dr. TJ to present a revised recommendation based on feedback during your initial presentation. Make sure the presentation you bring to this meeting has been revised, so Dr. TJ can see that you took his concern from the last meeting seriously. The goal is to close the sale during this meeting.