Role-Play Scenarios for ICSC 2023

The product company for ICSC 2023 is DLL Financial Services. Specifically, students will be selling DLL's Technology Financing solution. This primarily involves DLL helping an organization to finance the technology they purchase from manufacturers. The situation described below is fictitious. However, the companies and people involved are real and information found on LinkedIn or other web sites is accurate and may be of value in securing a contract and winning this competition. The entire role-play competition is based upon a potential sale to AssuredPartners: https://www.assuredpartners.com/.

Rounds 1A and 1B: Needs Identification sales meeting with a new prospective company. (Thursday - 15 minutes)

Wild-Card Rounds WC-A and WC-B: Needs Identification sales meeting – a repeat of Round 1 (with some changes) for those who do not advance from Round 1. (Thursday - 15 minutes)

Round 2, Round 3 and Round 4 (the Final Round) are a succession of meetings to completely define the needs of the prospect and seek a final "buy" decision. Friday/Saturday (20 minutes).

At the end of each round, a document will be released that summarizes the facts and needs that should have been uncovered in that round. This will allow all competitors moving on to the next round to start from the same point of reference.

Important Note to Competitors and Coaches:
ICSC attempts to provide as realistic a role-play situation as possible. Similar to a real selling situation, the salesperson needs to learn about the product being sold, learn about the individuals in the meetings, learn about the prospect's company and even that company's customers. In addition, all ICSC role-play situations take place on a world-stage, so a basic understanding of current world events is always helpful.

Acknowledgements:
Thank you to all of the sales program faculty from around the world that continue to provide advice, encouragement and support as the ICSC evolves. Special thanks to those at Kennesaw State University for sharing methods and ideas on how to run a large-scale collegiate sales competition; especially Terry Loe, Mary Foster, and Randy Stuart.

ICSC Round 1 Scenario

You recently started working for DLL as a Business Development Manager. Your responsibilities include seeking new, qualified leads that you will pass on to your DLL Sales Manager for continued solicitation within a prescribed territory in the US. This is the perfect way to learn about DLL, the industry in general and the people you would eventually be selling to.

You have done such an excellent job that your sales mentor, Damian Purves, wants you to start working a few of your own leads from start to finish. Damian recently received a lead from someone he met at a sales competition and wants you to follow up on it. The person he met was Mallory Deeter, Director of Early Career Talent at AssuredPartners: https://www.linkedin.com/in/mallory-deeter-7b4039b8/.

Mallory said that she heard about a large-scale technology purchase for part of AssuredPartner's sales force. She didn't have much detail on what was needed, but she did hear that it was going to have a large price tag. This sounds like an opportunity to sell DLL's Technology Financing services to help AssuredPartners with this technology acquisition. Mallory also added that Lauren (Lawrence) Yurick is involved and would likely be a good starting point.

Damian suggested that you follow up with Lauren (Lawrence) and set up a meeting to see if this is a viable opportunity for selling DLL's Technology Financing services. You reached out and connected with Lauren (Lawrence) on LinkedIn: https://www.linkedin.com/in/laurenyurick/. Although the connection was made, Lauren (Lawrence) did not message you back. So, you followed up with an email and did get a response. Lauren (Lawrence) agreed to meet with you for 15 minutes on Thursday morning to learn more about DLL.

ICSC Wild-Card Round Scenario

NOTE:
For this Wild-Card round, make NO assumptions from your experience in Round 1 regarding the needs or objections you have already experienced. Some of the information you will encounter in this Wild-Card round will be different from Round 1.

To be clear, the Wild-Card round is a complete do-over of Round 1, and thus you have never met with anyone from AssuredPartners yet.

Everything on the prior page is still relevant with the addition as described below:

The day before the scheduled meeting you received an email from Lauren (Lawrence) Yurick stating that an unexpected trip came up and it would not be possible to make the morning meeting on Thursday. However, Brian (Brynn) Blair was available and would be willing to meet with you on Thursday afternoon instead. You looked up Brian (Brynn) on LinkedIn to prepare for the meeting: https://www.linkedin.com/in/r-brian-bair-7099b36/.