



Role-Play Scenarios for ICSC 2025

The product company for ICSC 2025 is [ReliaQuest](#). Students will be selling [GreyMatter](#). The entire role-play competition is based upon a potential sale to [Dexian](#). The situation described below involving ReliaQuest and Dexian is fictitious. To be CLEAR, the prospect does NOT have the issues described below. 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 making a sale and winning this competition.

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 the prior 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.

Disclaimer: The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.



ICSC 2025 Round 1 Scenario

You have been working as a Business Development Representative for six months at ReliaQuest, where your responsibilities include seeking new, qualified leads that you pass on to sales executives. This is the perfect way to learn about ReliaQuest, the industry and the people you will soon sell to.

You recently attended a sales competition and crossed paths with Jamar Alexis, a Managing Director at Dexian: <https://www.linkedin.com/in/jamaralexis/>. Recognizing that you were with ReliaQuest, Jamar asked if you had any information he could share with Sarah (Sammy) Norton, another Managing Director at Dexian, <https://www.linkedin.com/in/sarah-norton-959b79b3/>. You said there was lots you could share but wanted to know a little more about why Sarah (Sammy) was interested in cybersecurity. Jamar mentioned that there was a recent cybersecurity scare at one of the Dexian locations in India. Jamar said he did not know anything else about it and suggested you contact Sarah (Sammy) directly. You thanked Jamar for the lead and would later reach out to Sarah (Sammy).

You tried to contact Sarah (Sammy) by phone to discover if this is an opportunity and possibly develop the lead, but you did not get an answer. So, you sent an email to Sarah (Sammy) with some info about GreyMatter and asked for an appointment. Sarah (Sammy) replied quickly and said Thursday would be a great day to meet—in person! Luckily, you and Sarah (Sammy) are in the same city this week. In that email, Sarah (Sammy) specifically said that, “We want to learn more about GreyMatter and how it could protect Dexian.” The email also stated that back-to-back meetings would make it difficult to discuss any more before your Thursday meeting.

You reached out to your manager about the meeting request and you were told to go ahead and meet to determine if this is a viable opportunity to pursue. Now you must prepare for the meeting where you will learn more about Dexian’s situation to discover if ReliaQuest and GreyMatter can be a solution. Sarah (Sammy) agreed to meet with you for 15 minutes on Thursday morning, so you will be doing a lot of investigation and offer a brief overview of ReliaQuest and GreyMatter to hopefully secure another meeting to advance this opportunity.

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