



Fall 2022 Round 1 Role-Play Scenario

The product for ICSC 2022 is DLL Financial Services, Commercial Finance Division. This primarily involves DLL helping dealers/resellers to finance the inventory they purchase from manufacturers (called Floor Planning). To be clear, DLL does not finance loans to consumers who purchase from these dealers. The situation described below is fictitious. However, all of 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 Galati Yachts <https://www.galatiyachts.com/>.

Rounds 1A and 1B – Needs Identification sales meeting based upon details described in this document. (Thursday - 15 minutes)

Wild-Card Rounds WC-A and WC-B – Needs Identification sales meeting (repeat of Round 1 to the initial contact). (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 International Collegiate Sales Competition evolves. And a special thanks to the faculty and staff of Kennesaw State University for sharing method and ideas on how to run a large-scale collegiate sales competition; especially, from Kennesaw State, Terry Loe, Director, Mary Foster, and Randy Stuart

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.



It starts with an “OOPS.”

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

You have done such an excellent job that your sales manager, Damian Purves, wants you to start working a few of your own leads. In the discussion, Damian, asks you about your one, three and five year goals. You talk about making quota and becoming a territory manager. Damian also asks about what you personally want and you reply, “a fishing boat or maybe a small yacht.” Damian seems intrigued and asks, “What kind of yacht and from whom.” Oops, other than the dream, you’ve not done any real research. But you do remember seeing Galati Yachts at the ICSC competition you were at, so you respond, “Galati.” Damian responds and says, “When you get a chance show me what you are looking at.”

Back in your office you look at the Galati web site. The web site seems to indicate that Galati keeps smaller fishing boats in stock and even has some small to mid-sized yachts in their inventory. They may be a possible candidate for DLL Floor Planning services. Scanning through all the salespeople listed you see several salespeople named Galati and one that says Carmine Galati, Jr. You call the number and within 20-minutes get a call back. It’s a small world! Carmine graduated from a collegiate sales program similar to yours. When asked about securing inventory financing for Galati Yachts, Carmine explains that he has no idea. The person to speak to is Darren Plymale, the COO. Carmine says that since you share a common education background in sales, he is happy to at least provide an introduction.

Carmine copies you on the introduction email to Plymale. In an exchange of emails directly with Plymale, he states that they already have several financing sources. But since Carmine asked, he will meet with you for 15 minutes on Thursday morning to learn more about DLL. The day before the scheduled meeting you receive an email from Mike (Michelle) Galati. In the email, Mike (Michelle) states that Darren has put him (her) in charge of floor planning and he (she) will meet with you instead of Darren. In the email, Mike (Michelle) states that he (she) will update Darren and the finance team on the results of the meeting.

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