

## 2017 WSCSC – ADP Role Play

### Your Situation

You are an ADP Sales Representative calling on a prospective client. Your division of ADP sells outsource payroll and HR- related services to mid-sized businesses. Much of your business is via referral-based selling through clients, bankers, and accountants.

You will be meeting with James Longview, the owner of Portobello Restaurant, an independent operating chain that owns and operates ten restaurants in California, Arizona and Washington.

The chain began as a single store restaurant and expanded to multiple stores in the 1990s.

The internal operations, including payroll, for all ten restaurants are handled out of the Chico, CA headquarters. James oversees all operations and enjoys being involved with all corporate decision-making. His controller, Patty Wilson, handles all payroll matters for the restaurants and currently uses another payroll processing company for her payroll needs. After reviewing past notes in Salesforce.com, you are aware that Patty calls into her payroll provider and gives payroll hours for all 300 employees.

You are new to the territory and have not yet visited this account. Portobello Restaurant was once an ADP client (5 years ago). They left because of price and because their accountant advised them to go with one of ADP's competitors. Many of the notes in the database describe Patty as very rude/short. James just cares about price. James only granted you time today because you were referred by his bank (AB Bank).

Your training has taught you that ADP's technology is what separates ADP from its competitors. Online and paperless services have recently proven a more efficient way to conduct business. James and Patty, however, are unfamiliar with current technology and rely on punch time cards. Additionally, they have no experience with online banking.

### Your Task

You have an appointment because of your referral from AB Bank. James would like to hear what is new with ADP. Both Patty and James are short on time and your appointment is only 12 minutes.

Though it is unlikely that you can close a complex sale like this in only 12 minutes, you should at least be able to gather information, establish trust, demonstrate expertise, offer potential solutions, and obtain a follow-up appointment.

# 2017 WSCSC Contestant Evaluation Sheet



Salesperson Name: \_\_\_\_\_ Judge Name: \_\_\_\_\_

Role Play: ADP Time: \_\_\_\_\_ Judge Room #: \_\_\_\_\_

Score each item below on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated. The average of each section will be multiplied by the weighted assigned each section. The scores of all judges will be added together for the overall score. Role Play: 12 minutes

**5% APPROACH (Effectively gain attention and build rapport)**

- \_\_\_\_\_ Provided a professional introduction and agenda
- \_\_\_\_\_ Gained prospect's attention
- \_\_\_\_\_ Effectively built rapport & smoothly transitioned to need identification

**25% NEEDS IDENTIFICATION (Obtain a clear understanding of the buyer's needs)**

- \_\_\_\_\_ Uncovered decision process (identified the decision maker, decision criteria and budget)
- \_\_\_\_\_ Effectively determined relevant facts about the company and buyer
- \_\_\_\_\_ Asked effective questions, uncovered/qualified/clarified buyer needs
- \_\_\_\_\_ Gained pre-commitment to consider the product/service

**25% PRESENTATION (Persuasively match product's benefits to buyer's needs)**

- \_\_\_\_\_ Presented benefits of product/service instead of simple features
- \_\_\_\_\_ Used appropriate visual aids
- \_\_\_\_\_ Effectively demonstrated the product/service
- \_\_\_\_\_ Effectively involved the buyer in the demonstration
- \_\_\_\_\_ Effectively tied presentation points to needs/issues highlighted in business review

**15% OVERCOMING OBJECTIONS (Eliminate buyer's concerns and questions)**

- \_\_\_\_\_ Gained understanding of the objection
- \_\_\_\_\_ Effectively answered the objection
- \_\_\_\_\_ Confirmed objection is no longer a concern for the buyer

**10% CLOSE (Ask for the sale)**

- \_\_\_\_\_ Asked for a commitment and provided next step information

**20% OVERALL PRESENTATION**

- \_\_\_\_\_ Displayed effective verbal communication skills (active listening, verbiage, probing)
- \_\_\_\_\_ Utilized appropriate nonverbal communication
- \_\_\_\_\_ Displayed appropriate enthusiasm
- \_\_\_\_\_ Demonstrated product knowledge

**COMMENTS/FEEDBACK:**