



2017 WSCSC – IBM Role Play

You are a Client Relationship Representative at IBM working for the Analytics software brand. Dick's Sporting Goods (DSG) is one of your assigned accounts, but you have not yet met them. An IBM Digital Sales rep named Doug Hillman recently spoke with Samantha Velton, DSG's Vice President of Marketing for the Western States. During the call, Doug discovered that DSG needs to increase revenue 5% year-over-year and is seeking to adopt an analytics solution to strengthen their E-commerce platform. To hit revenue targets, each DSG store is responsible for a 5% increase. To achieve this goal, DSG is seeking to provide customers a personalized shopping experience that utilizes mobile and social channels.

In his conversation with Samantha, Doug positioned Watson Analytics as a means by which to help DSG hit its revenue targets. Samantha was intrigued, but Doug discovered that she was not the final decision maker. Rather, Jordan Hanceck, CIO of DSG is the final decision maker. Jordan is based in Sacramento, CA and oversees technology for all 600+ stores. Doug arranged for you to briefly meet with Jordan (12 minutes).

A few years ago, IBM's security brand sold a software solution to DSG. While ultimately successful, the project took longer than expected to implement. IBM was partially to blame, but DSG also shared the blame since Jordan Hanceck insisted on implementing the project without the assistance of IBM's Lab Services. These services offer an IBM technical consultant who guarantees successful implementation.

DSG currently uses an aging analytics platform to analyze customer data. DSG's Sacramento-based marketing team consists of 20 employees who support stores in the Western US. Team members report to Samantha, who, in turn, reports to Jordan. Only three employees on the team would be potential users of Watson Analytics. Overall, the marketing team feels that their current analytics platform doesn't enable DSG to provide customers with a unique shopping experience.

DSG needs a solution that will enable the company to quickly and efficiently process large amounts of customer data in order to augment marketing intelligence and inform decisions. Based on research from a third party company, DSG's aging system is causing the company to lose \$10 per customer in cross-sell/up-sell opportunities.

Jordan Hanceck is examining competitive vendors to address the problem. Speed and efficiency plays a large part in his decision as he needs this solution smoothly implemented within 2 months. All vendor proposals (including Watson Analytics) would entail some data migration to the cloud. Cloud migration is complex and carries security risks. To address these concerns, IBM offers a team of Lab Services professionals. Lab Services charges are \$125/hr. The DSG project would require a minimum of four hours.

Knowing customer needs and industry trends is important to success. Recently, Sports Authority, a big industry player, closed its doors due to the company's inability to adapt in the rapidly changing market. DSG is losing market share and revenues daily. IBM has published case studies that can help you better understand Watson Analytics' value proposition.



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Here are some links for additional information:

<https://watson.analytics.ibmcloud.com/product>

<http://www-03.ibm.com/software/products/en/watson-analytics#othertab2>

<https://www.youtube.com/user/watsonanalytics>

<https://www.linkedin.com/in/jordan-hanceck>

<https://www.youtube.com/watch?v=0qZKW8HdVIE>

Salesperson Name: _____ Judge Name: _____

Role Play: IBM 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)

- _____ Provides a professional introduction to gain credibility and has a clear outline for the meeting
- _____ Gains prospect's attention & determined decision maker
- _____ Effectively builds rapport & smoothly transitioned to need identification

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

- _____ Uncovers decision process (evaluation criteria and budget, procurement process)
- _____ Confirms prior meeting information and asked effective questions
- _____ Confirms client's compelling reason to act (CRA)
- _____ Gains pre-commitment to consider the product/service

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

- _____ Establishes the business value of the IBM solution
- _____ Uses appropriate visual aids
- _____ Effectively demonstrates the product/service benefits
- _____ Effectively positions IBM as vendor of choice
- _____ Effectively ties presentation points to needs/issues highlighted in business review

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

- _____ Acknowledges and clarifies the objection
- _____ Effectively answers the objection
- _____ Confirms objection is no longer a concern for the buyer

10% CLOSE (Ask for the sale)

- _____ Summarizes covered points, confidently asks for commitment and discusses next steps

20% OVERALL PRESENTATION

- _____ Displays effective verbal communication skills (active listening, verbiage, probing)
- _____ Utilizes appropriate nonverbal communication
- _____ Creates a distinctive client experience and shows personal interest
- _____ Demonstrates product and industry knowledge

COMMENTS/FEEDBACK: