



## **Baylor Business Development Competition (BBBD) August 2020**

On **June 15, 2020**, you started as a Business Development Representative (BDR) for [Steelcase](#), a company well positioned for the new market situation given COVID-19. Your company offers a variety of products that companies can use in the work place to create safer work conditions. You recognize that the #1 priority for prospective business customers is keeping employees safe in the midst of the pandemic. Many firms still have the majority of their employees working at home, but they are preparing for employees' return to the work place over the summer.

Your ability to adopt a consultative selling approach to educate business customers along the way will make a huge impact in helping these firms. To get up to speed and become a successful sales consultant, you want to know what your firm can offer so the [Steelcase](#) website is very helpful.

Your supervisor asked you to develop a pre-call plan for **three companies** from this list of firms:

3M, Paradox, Patterson Dental, Ethicon (J&J),  
BNSF Logistics, Dell Technologies, Gartner,  
Fidelity Investments, Hearst, Paycom, Reynolds & Reynolds,  
Schneider Electric, Shaw, Spectrum Enterprise,  
Stryker, Swingle Collins & Assoc., Texas Life Insurance Co., UiPath

where your firm's products might be attractive. You are charged with identifying, but not contacting, one specific prospect for each company. Using secondary research only, identify one possible prospect at each firm. Your supervisor wants a pre-call plan for the three contacts, a sample email for one contact, and a sample voice mail for one contact.

New to this new Business Development role, you are learning how to identify the right kinds of industries and contacts for targeting. Your internship during college was as an Inside Sales representative and you received leads from the Business Development organization. That firm also provided you with scripts and templates. This role is different; no one gives you the sales leads and you get to create all of your own marketing and lead development materials, including the voice mail and email messages. You found two resources that you think will be very helpful: (1) The Art of Cold Calling -- Science of Contact Ratios and (2) Proven Sales Email Templates Used by Successful Companies.

## BBBD: Pre-Call Planning

Submit Pre-Call Plans in a single word document before 5pm, Aug 25 to [Professional\\_Selling@baylor.edu](mailto:Professional_Selling@baylor.edu)

Pre-call plans are an important foundation for engaging with prospective customers. Pay great attention to proper formatting as that impacts your supervisor's perception of your work.

Competitors will prepare three pre-call plans (one per prospect); the people are real and the companies are real. But you MUST NOT contact anyone in real life. Use what information you gather about real people and real companies to develop a unique pre-call plan for each prospect, addressing:

1. Why did you select this company? Provide compelling rationale for EACH prospective company.
2. Who is the best prospect in each company (name, title, background information)? Why did you select each specific prospect? Provide compelling rationale for EACH person.
3. What is your objective or goal for a voice mail? For an email?
4. What benefits or points do you want to highlight in your messaging?
5. What are two possible objections (i.e., business issues) that you need to address up front?
6. How do you plan to close the conversation in email or voice mail?

**The more unique the firms and prospects that you select the higher will be your score.**

### Rubric for PreCall Plans

10%	<b>Select 3 Firms for Prospecting</b>	<i>Appropriateness, compelling rationale for selecting each company</i>
25%	<b>Identify Target Prospect for Each</b>	<i>Appropriateness of person/title, compelling rationale for selecting each person</i>
10%	<b>Email Objective</b>	<i>Logic of the email's goal</i>
10%	<b>Voice Mail Objective</b>	<i>Logic of voice mail's goal</i>
10%	<b>Key Benefits Listed</b>	<i>Demonstrates clear understanding of benefits</i>
10%	<b>Objections and Responses</b>	<i>Identify 2 key biz issues company might face; how your company will address each</i>
25%	<b>Overall Quality of Precall Plan</b>	<i>Maximum impact with fewest words possible (word economy)</i>

## BBBD: Email

Submit Email on August 26 between 8am & Noon to [Professional\\_Selling@baylor.edu](mailto:Professional_Selling@baylor.edu)

### Rubric for Email

25%	<b>Compelling Subject Line</b>	<i>Compelling, informative, unique</i>
15%	<b>Objective of Message</b>	<i>Clearly understands the objective for contacting the buyer</i>
25%	<b>Benefits/Compelling Information</b>	<i>Highlights 3+ value benefits; shares compelling info w/buyer</i>
10%	<b>Concise</b>	<i>Maximum impact with fewest words possible (word economy)</i>
10%	<b>Overall Tone</b>	<i>Conveys a feeling that appropriately connects with the buyer</i>
15%	<b>Closing/Call to Action</b>	<i>Uses strong closing (summarizes points; accomplishes goal)</i>

## BBBD: Voice Mail

Leave Voice Mail as if it is your prospect's VM by calling 254-710-4246 during your time (below).

### Rubric for Voice Mail

25%	<b>Introduction/Background</b>	<i>Compelling, informative, unique</i>
15%	<b>Objective of the Call</b>	<i>Clearly communicates the objective for contacting the buyer</i>
25%	<b>Benefits/Compelling Information</b>	<i>Highlights value benefit(s); shares compelling info w/buyer</i>
10%	<b>Length (&lt; 1 minute)</b>	<i>Maximum impact with fewest words possible (word economy)</i>
10%	<b>Overall Tone</b>	<i>Conveys a feeling that appropriately connects with the buyer</i>
15%	<b>Closing Conversation</b>	<i>Uses strong closing (summarizes points; accomplishes goal)</i>

## BBBD: Competition Actions

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### Voice Mail Competition Slots

Aug 26, 8:00 – 12:00	Alley Almond Arthur Baniewicz Bissell Black Boehme Burns Butler Byrne Compton Corts Curlin Davis Deian delaTorre Doebbler Fernandez Fontaine Fuller Galbraith Galbraith Galindo Ginaven Gosnell
Aug 26, 1:00 – 5:00	Greene Groberg Haan Hales Hartoonian Henderson Hernan Hernandez Hodges Johnson Johnson Kirkland Kresta Larson Lyttle Maldonado Matthews McClelland McKenzie Morrow Mouton Myers Nessen Ochall O'Connor
Aug 27, 8:00 – 12:00	Palermo Payne Pieper Renner Rodriguez Roper Scaff Schaff Scott Shols Smith Smith Smith Stammen Stanton Starks Starr Strahler Tobben Vaughn Venable Walton Wassell Whitaker Whitworth