



English Role Play Seller's Guide

Global Bilingual Sales Competition
Florida International University

ROUND 2

Disclaimer: This scenario has been developed by HubSpot and the FIU Global Sales Program, strictly for educational purposes. The information contained herein is purely fictitious. Any comments or remarks made in this document do not reflect the views or opinions of HubSpot, or any of its faculty or staff.

Seller's role

Global Bilingual Sales Competition

Round 2 Role Play - English

You had a successful meeting with Dominique, and you feel confident you can present a solid proposal that will meet Sunsail's needs.

Among all the information, you found during the first meeting, these are some of the most important areas you discovered:

- There is an urgency to implement a solution. It needs to be functional in about two months in order to be ready for the upcoming summer vacation season
- Need to automate the marketing function. Current tools are not integrated
- Need to improve forecast conversion rate and have a better and automated forecast process
- Need to track in real time, sales team activities and deals for all the direct Sales and Business Development Representatives
- Currently, it takes too long for sales operations analyst to gather sales information and generate reports. Need to automate and track in real time
- Sales reps must have visibility of prospects visit to website

In this meeting, you should avoid driving conversation about price. Instead, your goal should be to position the value of how HubSpot could specifically help Sunsail, and present a solution from HubSpot's platform that can solve the problems/challenges they have and support their marketing and/or sales needs.

You have 15 minutes to present a solution from HubSpot that can solve the problems and challenges Sunsail have. Your focus should be in showing the customer how to gain access to better information about their leads and prospects and how to have a complete view of all their sales and marketing process plus clear visibility of sales forecast in real time. You will have to make a solution recommendation and talk about prices and the value that this investment will bring to SunSail.

Although objections might surface from the buyer, be ready to close the business during this visit.

Your objective for this next visit:

- Show the value of your proposal
- Handle buyer's objections
- Make sure the buyer has all the information they need to make a decision
- Close the deal if possible