

# FIU Global Bilingual Sales Competition 2019

## Round 1 Role Play in English – Seller Role



### Nisolo

You have recently been promoted to a Field Sales Executive for DHL Express responsible for a territory in the south, specifically Tennessee, Kentucky, and the Carolinas. Over the past year, you have managed a portfolio of existing and potential customers as an inside sales representative. Now you are ready to build strong client relationships and grow your book of business in your new face-to-face sales position.

You received a call from your DHL lead generation team who qualified a new lead in your territory, *Nisolo*. The team received a call from a manager at Nisolo who was interested in learning more about the international shipping and courier delivery services offered by DHL Express! After a very short call, the team was able to gather very preliminary information about Nisolo's needs.



You were able to get the name of the primary decision maker at Nisolo, Alex Smith, VP of Sales and Operations. You called the Nisolo office and spoke to Alex's secretary, who confirmed a 15-minute meeting at Nisolo's office. In preparation for this meeting, you studied the following information obtained from your lead qualification team:

- Nisolo is a sustainable fashion brand that produces footwear and accessories for women and men. It is an early-stage, e-commerce company composed of smart, driven teammates committed to excellence and strategically improving their work.
- According to the company website, the Nisolo team is passionate and compassionate, ambitious and pragmatic and works together in pursuit of the common goal to grow a healthy, household name brand and push the fashion industry in a more sustainable direction.
- Nisolo imports leather products and accessories from Chile four (4) times a week during the summer months (May-August), with the average weight per shipment being 60 lbs. Alex mentioned that it was crucial to get shipments from Chile by noon because these need to be prepped and ready for final delivery by 1:30PM to Nisolo's end customers.

In this first 15-minute meeting, you are to meet with Alex to gather key information and uncover needs. The objective at the end of this first meeting is to seek a second meeting where you can present DHL's value proposition and capabilities and try to close the business.

Website: <https://nisolo.com/>