

2024 RBI Sales Triathlon
Second Round Role-Play Scenario

ORS Nasco Role-Play Two

SELLING CONTEXT

You are meeting with Jessie Rivers, the VP of Purchasing, of MAPLE LEAF INDUSTRIAL three months after your successful transition of the items from the large opportunity they won earlier in the year. They have been a repeat customer since. MAPLE LEAF INDUSTRIAL recently opened two other locations in Oklahoma and Oregon. They are expanding their coverage to service customers across the US and have plans to broaden their product portfolio offering in the future.

Your customer, MAPLE LEAF INDUSTRIAL, is a distributor focusing on the construction industry and joined a buying group, DISTRIBUTOR UNITED ALLIANCE, two months ago. A buying group is a group of small and medium-sized companies active in the same industry that join forces to present higher aggregated demand volume. In return, the members receive rebates from the buying group based on their purchasing compliance within the preferred supplier group. Members also gain better negotiation leverage, access to lines, and other incentives from manufacturers or wholesalers who are preferred in that group. This buying group has several preferred suppliers, including ORS NASCO.

In this meeting, you aim to maintain the relationship with MAPLE LEAF INDUSTRIAL by ensuring the customer is satisfied with the service they receive from ORS NASCO and scale up the relationship by supplying more of the products that ORS NASCO offers. This relationship will also help MAPLE LEAF INDUSTRIAL achieve their annual buying quota which they must purchase from several preferred suppliers combined. This buying quota is a predetermined amount or volume of goods or services that a buying group member is expected to purchase from the buying group's preferred suppliers to maintain their membership in the group and maximize their 1% DISTRIBUTOR UNITED ALLIANCE's rebate.

You recently learned that MAPLE LEAF INDUSTRIAL is buying from several direct manufacturers that are not preferred suppliers in the buying group they just joined. Several of these, including 3M, are regularly stocked in the ORS NASCO distribution centers.

ORS NASCO is a major reseller of 3M. You know the minimum annual spend from this manufacturer is \$150,000 to stay direct. During a prior visit, you learned that MAPLE LEAF INDUSTRIAL does significant volume with 3M direct but did not get a specific dollar amount.

Many short-sighted purchasing managers source their purchases based on the lowest unit price. However, you can see how ORS NASCO can provide higher value for MAPLE LEAF INDUSTRIAL if they purchase from you rather than the manufacturer directly and ultimately earn more rebate dollars and DISTRIBUTOR UNITED ALLIANCE incentives by moving spend to preferred suppliers in the group.

YOUR TASK

- Maintain and expand the relationship between ORS NASCO and MAPLE LEAF.
- Win the direct spend from 3M by uncovering how you can provide better value for the customer, MAPLE LEAF INDUSTRIAL.

EVALUATION RUBRIC

Your performance will be evaluated against the rubric below by industry experts and executives.

APPROACH & RELATIONSHIP BUILDING

Effectively gained attention and built rapport – 15%

- Greeted the customer professionally and established rapport.
- Dressed professionally.
- Gained the customer's attention.
- Demonstrated enthusiasm and confidence.
- Demonstrated a smooth transition into needs identification.

NEEDS IDENTIFICATION

Obtained a clear understanding of the customer's situation – 20%

- Effectively determined relevant facts about the customer's concerns.
- Asked effective questions to uncover the customer's needs and requirements.
- Effectively clarified the customer's needs (discovered current problems, goals, etc.).

OBJECTION HANDLING

Eliminated concerns to the customer's satisfaction – 20%

- Initially gained a better understanding of the objection (clarified or allowed the customer to clarify the objection).
- Effectively answered the objection.
- Confirmed that the objection is no longer a concern for the customer.
- Built trust in the relationship.
- Established credibility.

COMMUNICATION & PRESENTATION

Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication – 25%

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding) and nonverbal communication (body language, posture, facial expressions, eye contact, etc.).
- Exhibited product-market knowledge.
- Reinforced the value in the relationship with ORS NASCO.
- Highlighted the gain for the customer in offering enhanced benefits to their employees and customers.
- Used appropriate/professional visual aids.
- Effectively involved the customer in the conversation.
- Persuaded the customer to build a relationship.

CLOSE

Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment – 20%

- Asked for the commitment to buy formally.
- The customer agreed to buy.

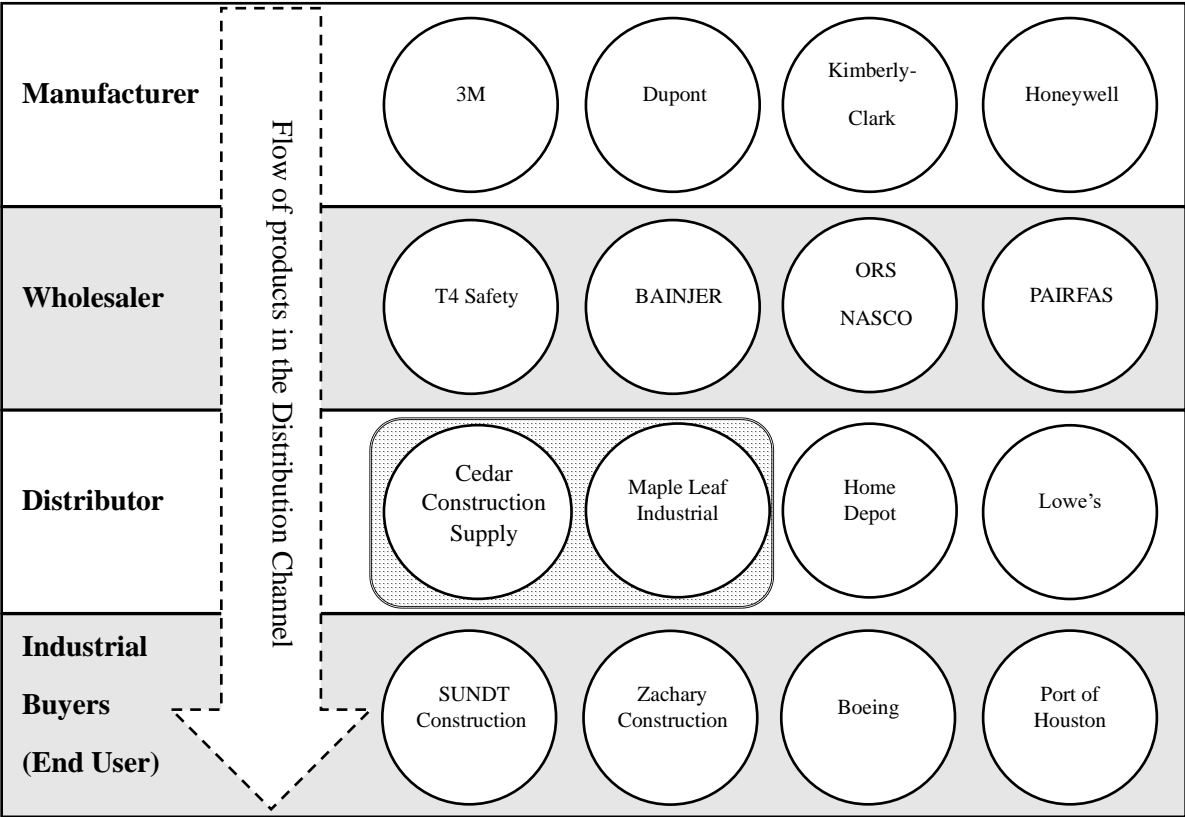


Figure 1 – Schematic of the distribution channel that ORS NASCO operates in.

Note: The circle sizes do NOT represent the company size. The hatched area within the figure represents the boundary of a typical buying group. The figure illustrates a sample of companies only.

- Some buying group examples:
 - <https://www.adhq.com/>
 - <https://www.iwdc.coop>
 - <https://www.netplusalliance.com/>