



Marco Technologies Sales Competition 2020

About Marco:

Marco is a technology services company that specializes in hosted/cloud services, managed services, business IT services, carrier services, copiers/printers, phone systems, document management and audio/video systems. Knowledge of a variety of Marco's products and services will be crucial in offering value in the Sales roleplay.

Visit the Marco website to learn more: <https://www.marconet.com/>

Background:

In this Sales scenario, you are a technology advisor at Marco looking to connect with a local business owner to talk about possibly improving their printing capabilities in the office. You have been in contact with the business owner over email, but have not yet spoken to him. The business owner's name is John, and he runs a mattress company called Levro with stores across the midwest. He has shown some interest in improving his printing capabilities, but it is your job to secure a second meeting to talk about how Marco can offer value to Levro.

The top 10 finishers in the Round 1 prospecting call will advance to the finals which will be a Zoom meeting on the day of the conference.

Round 1

The first round will be a 10 minute prospecting call that will take place over the phone where you will uncover John's needs at Levro and secure an "in person" meeting. As you begin to discover Levro's needs, you will then be able to recommend an appropriate product or service that Marco offers to add value to Levro. It will be your job to overcome initial objections in regards to time constraints, value, and price. Your round 1 prospecting call will be judged on these aspects:

- Building Rapport (15%)
- Uncovering needs (35%)
- Overcoming objections (25%)
- Securing "in person" meeting (25%)

Round 2

If you advance to the finals round, you will receive an email by noon on conference day with your time and directions on how to access the Zoom meeting.

After securing the "in person" meeting with John, you will look to move along with your conversation about Marco's products and services. The goal of this 10 minute Zoom meeting is to persuade John to commit to buying the particular product or service that will be of the most value to Levro. John will have several objections to your pitch which you will need to overcome in order to secure the sale. Remember, you are judged based on your ability to sell a product that is useful to John and his company (this does not necessarily mean the most expensive).

Judging on finals will be based on:

- Overcoming further objections (50%)
- Closing the sale (50%)