



2016 REGIONAL SALES CALL COMPETITION

COMPETITIVE ROUND – SELLER'S BRIEF

The overall purpose of this competition is to help students and sales teams develop their sales skills and prepare for the 2017 National Collegiate Sales Competition. Accordingly, students will be selling ADP RUN, the same product competitors will be selling at the NCSC in April, 2017. To help students improve their skills, immediately after each student completes his/her sales call, he/she will review the call with one of the judges who observed that call. The judge will provide feedback on the student's performance.

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ABOUT YOU

You are a Sales Representative for ADP and are responsible for calling on Mike King, President of Greater Texarkana Auto World (GTAW) in Texarkana, Texas.

ABOUT THE PROSPECT'S COMPANY

While researching GTAW, you learned a little about the company's history. Mike bought a struggling local auto dealership three years ago, renamed it, and quickly turned it into one of greater Texarkana's preferred destinations for an array of foreign and domestic cars, trucks, and sport-utility vehicles (SUVs). Previously, he owned two small auto dealerships, each focusing on different foreign and domestics brands, in the Dallas-Fort Worth metro area for about 10 years. He accepted a buyout offer from a larger auto dealership in the area and returned to his native Texarkana. There he opened an auto dealership serving the 140,000 population in the greater Texarkana metro area, which includes Texarkana, Arkansas. Mike is known for being a solid business man and marketer.

A feature article in a local newspaper said that cars have always been a fascination for Mike. He grew up on a farm just outside Texarkana, learning at an early age from his father how to repair and rebuild engines on everything from tractors to the family car. Later, he received his degree in mechanical engineering from the University of Texas-Austin. Following graduation, he worked for five years at an engineering firm in Dallas. The opportunity to buy a small auto dealership in Dallas at a bargain price became available and he bought the dealership to begin a new career. He expanded to a second dealership a short time later and both became well-regarded businesses in the Dallas-Fort Worth area with a loyal customer base, leading to the buyout from one of his larger competitors.

WHAT YOU'VE HEARD

Roger Mays, owner of a local tire dealership you recently signed on as an ADP client, was happy to give you a few referrals. Among the referrals was Mike King, one of Roger's key customers. At first, Roger was reluctant to provide much information about Mike and his company as folks in that part of country tend to be a bit close-knit and private. But eventually, Roger saw the value in possibly helping out a good business customer and friend.

GTAW employs around 40 people with some on salary, some on salary plus commission, and some on hourly rates. Rebecca (didn't know her last name) is the Office Manager and she handles payroll. GTAW has been doing quite well and is selling cars, trucks, and SUVs at a good pace. However, Mike is having problems with payroll; Roger didn't have any specifics other than mistakes are being made somewhere. He also told you GTAW does have an accountant but wasn't sure why the accountant isn't doing the payroll. Roger suggested you contact Rebecca rather than Mike because she is easier to reach.

Taking Roger's advice, you contacted Rebecca and inquired about the GTAW payroll process. After a short conversation, Rebecca was quite happy to arrange a 20-minute appointment between you and Mike.

** The company and individuals identified herein are fictional. Any resemblance to actual companies or persons is purely coincidental.*