



Fall 2017 Account Situation “Our people are everything”

The product for ICSC 2017 is Citrix XenDesktop. The entire role-play competition is based upon a potential sale to an international staffing services company, Aerotek, and their parent company, the Allegis Group.

Round 1A, and 1B – Needs Identification sales meeting based upon a lead developed because you are always prospecting - Thursday (15 minutes)

Wild-Card Round WC-A and WC-B Needs Identification sales meeting (repeat of round 1 to the initial contact), Thursday (15 minutes)

Round 2 – Sales meeting to a project manager to get the complete picture (20 minute)

Round 3 – Sales meeting with the corporate Director of Operations (Friday 20 minutes)

Round 4 – Saturday (final facts handed to each finalist when they are announced at the Casino Night event on Friday evening –Sales meeting with the CIO and CFO for the final decision (20 minutes)

At the end of each round, Wild-card, round 2 and round 3, a document will be release that summarizes the facts, that should have been uncovered in that round. This will allow all competitors moving on to the next round to start from the exact same position.

Disclaimer: Several of the characters in these profiles are real people, however facts concerning their business, their plans or any specific detail described were developed for educational purposes and to facilitate competition at ICSC. While some organizations represented in the profiles are actual companies, the profiles and situations are purely fictitious and any comments or remarks made in this document or by participants during the ICSC do not reflect the views, opinions or facts about any actual organization.

Special Note to Competitors and Coaches:

Just as in a real sales meeting, current events, information found on the web sites of the companies mentioned in the following profile, may be valuable in understanding a buyer's needs and/or presenting a persuasive solution.

Acknowledgements

Thanks to all of the sales program faculty from around the nation that continue to provided advice, encouragement and support as the International Collegiate Sales Competition evolves.

A special thanks to faculty and staff of Kennesaw State University who manage NCSC for sharing methods and ideas on how to run a large scale collegiate sales competition; especially, Terry Loe, Director, Mary Foster, and Randy Stuart (Sarg).

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Round 1

A LEAD

About to walk into the meeting with Steph (or Stephanie) Kenney, the last few days quickly flashed through your mind. Driving from Citrix headquarters in Ft. Lauderdale to Orlando on the Florida Turnpike always gave you time to think. It really had not been that long since graduation day. You were hesitant at first to take the offer of inside sales from Citrix.

You graduated from one of the nation's best college sales programs and thought all along you would immediately start knocking on doors. However, the Citrix offer was amazing,; it was in Ft. Lauderdale, it was about the newest cloud technology and the company culture was really you. It really did not take that much time in inside sales, to understand the unique spectrum where Citrix products can make a major difference. Here you are on your first outside sales week with 3 meetings, two existing customers and one prospect that you cultivated for Xendesktop. This meeting with Kenney was a combination of a great sales education, and a little luck.

How it happened - It was at your 10 AM Starbucks break to write out notes from your first meeting and you spotted an empty seat next to Steph. You met Steph in your senior year when you were looking at sales career opportunities and had seriously considered Aerotek where Steph worked as a senior recruiter. As you sat down, Steph said, "Sorry, can't talk, I need to get all this time card data recorded on a spreadsheet and emailed to the team leader. " You couldn't help yourself and responded with "WOW people still use time cards!" Steph responded, "Yes, they are on-site construction workers, and we need to get their time entered so they can get paid and we can make our profit numbers for the month." If I am in my office I can do it directly into our systems but they won't let me access it on my personal computer or on any computer outside the office for security reasons. ". Steph went on. " I love this job and I guess if this is the worst part of it, then it has to be the world's best job". Knowing Citrix had something that could help, you said, "Can I tell you about something that could help?" The icy stare that was Steph's response could have turned your hot coffee to ice.

After an awkward silent moment, Steph looked up from the time cards and said, "Look, I am sorry, I have to get this done and from here I am leaving for the airport. I was asked to participate in some specialized training for our newest office in Beijing, China." She went on, "Aerotek is part of the Allegis Group and they have staffing

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locations all over the world. Beijing is one of our new locations. I will give you a call when I get back in about 10 days and we can set something up.

It was just 10 days and Steph did call back and seemed excited to meet you. "Look" Steph said, " I can only give you 15 minutes. When I spoke to Kyle Stephenson who was the lead on the China project he told me to get with you and fill you in on where we are. If I think you have something worth looking into then Kyle will want to meet with you." So the meeting was set for 15 minutes to get an insight into Aerotek operations and if a Citrix solution could help.

Wild-Card Round

"DO-OVER"

(Note - Use all the information provided above, BUT NO facts, needs or references to any person or activity that was uncovered by any competitor in the previous round role-play is applicable to this Round)

When you got to Kenney's office, the receptionist apologized and said that Steph had an emergency meeting with some new client and had to leave for a few hours. If you could come back in the afternoon around 2 the meeting could take place then.

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