



## Classroom Role Play - Sales

### INSTRUCTIONS

Divide the class in two groups. The first group will act as the sales professional for a professional sports team with the goal of selling a sponsorship package. The second group will act as the prospective customer, a large corporation seeking to gain exposure for a new product they plan to launch right around the time the team's season is scheduled to begin.

Each group should appoint a spokesperson to represent the group during the presentation. Each team will have twenty minutes to develop a strategy and the spokesperson will present the strategy in a role play scenario.

In this role play, we will assume that the sales professional has already had an opportunity to meet with the company and has uncovered the prospective customer's plans to launch a new product.

Group one (the sales professional) should prepare an outline of a product's features and benefits that a sponsorship package with the team can provide the local business. A proposal should also be created, including price and recommendations for how the sponsorship can help the company reach their target market to promote the new product launch. It might also be helpful to prepare a strategy for overcoming any objections the prospective customer (Group Two) may have.

Group two (prospective customer) should consider the reasons why the company may choose to invest in a sponsorship with the team as well as reasons why they may choose not to participate (objections). Group Two may also want to brainstorm ways they can work with the team to develop a sponsorship that will effectively promote the launch of their new product.

After completing their respective strategies, the group spokespeople should present in a mock sales call or role play.