



Fall 2018 Account Situation

The product for ICSC 2018 is Citrix XenDesktop. The entire role-play competition is based upon a potential sale to North American Plastics, parent of Laird Plastics.

Round 1A, and 1B – Needs Identification sales meeting based upon a lead developed from a telephone inquiry. - 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 the corporate CIO to get the complete picture. (Friday 20 minute)

Round 3 – Sales meeting with the Laird profit center manager of the Ottawa Canada office. (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 Canadian profit center manager and the North American Plastics CEO 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 Telephone Inquiry

As a Citrix sales person you usually have to do lots of networking and cold calling to get a good lead but today is just your lucky day. You get a call from Jamie Kavanek, Southeast vice-president, from North American Plastics and he/she wants to meet with you soon.

The name North American Plastics was new to you but a quick look at their web site and you discovered that Laird Plastics is one of several North American Plastics owned companies in the plastics industry. Laird Plastics became well known among university sales programs because of its recruiting efforts at many of those universities and of its sponsorship of the International Collegiate Sales Competition. Jamie was given a special project by the new president, Jason Askew to, as quickly as possible get all 80 plus locations on the same inventory and financial reporting system.

In the telephone conversation with you, Jamie said he/she read about virtual desktops and saw that Citrix had a good reputation. He/she had read several case studies posted on the company web site and said there were some similarities to the problems North American Plastics were facing. So, he/she invited you to come visit and explain what this technology was all about. As he/she ended the conversation Jamie said, "And getting something done quickly without spending tons of money is just the first of several major issues that I am tasked with solving."

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 Jamie's office, the receptionist apologized and said that Jamie 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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