

# Panther Sales Tournament 2018

## Seller Role - Round 2 English

### Avery Furniture Creations

#### Background

**NOTE: This is a continuation of Round 1. Use what you gathered in Round 1.**

You just returned from your meeting with the VP of Sales for Avery Furniture Creations. You are anxious to close your first account. But you have some work to do!

With the information you've been able to gather in the discovery meeting, you have been asked to come back with recommendations on what Comcast Spotlight can do for the newly launched retail subsidiary for Avery Housewares.



You met with your sales manager and coach to discuss the best approach for ensuring that you are prepared for this next meeting with the VP of Sales. You know that if it goes well, you will be able to call on similar furniture stores in other parts of South Florida and become the expert in this industry.

Your sales manager suggests that you begin by analyzing Avery's current situation. *"Stick to the facts",* says your sales manager. *"Be sure to clearly identify the pain points before determining which solutions best address Avery's needs. And don't forget about the company's future needs."*

To prepare for this meeting, your sales manager highly encouraged you to visit a website that FIU put together for its sales students. There, you will find some sample materials that you can use to develop your proposal. Below are the steps that your sales manager suggested you follow to prepare for and conduct this second meeting:

1. Select the targeted demographics and geographic zones for Avery
2. Select the right networks and TV/digital advertising strategies
3. Determine the best investment for Avery Furniture Creations
4. Develop a marketing plan and timeline for implementation that you can later get agreement on
5. Reach agreement with the Avery Furniture Creations on the right investment
6. Get the contracts signed and set up an implementation meeting

#### The Sales Call

Avery's VP of Sales agreed to meet with you for 15 minutes. This gives you enough time to verify Avery's current needs and present a customized solution. Your goal is to get a verbal agreement or preferably a written commitment to move to the contractual stage of the business relationship and the implementation of a marketing plan.