



English Role Play

Seller's Guide

Global Bilingual Sales Competition
Florida International University

Round 2

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Seller Information

You are an account executive at HubSpot supporting the growth of small, medium, and large businesses in scaling their digital marketing, sales, and customer success strategies.

Three weeks ago, you met Taylor Smith, Director of GrowCrops Corp Operations, who signed up for the 14-day free trial of HubSpot's Marketing Hub Professional.

During the meeting, you discovered the following information:

- GrowCrops currently uses disjointed tools like Pipedrive for sales and Constant Contact for email marketing, creating inefficiencies and data silos.
 - They have five people using Pipedrive. Platforms cost: Pipedrive (\$24.90/user/month) and Constant Contact (\$20/month for 500 contacts).
 - 16 hours/week wasted on manual data reconciliation between systems
 - 15% of the leads are lost due to poor handoff between sales/marketing teams.
- They need a unified CRM system to consolidate these tools into a single platform, streamlining operations and eliminating redundancies.
 - GrowCrops spends about \$9,500/year on duplicate marketing costs due to the lack of a unified customer view.
- They require a CRM that leverages AI for operational efficiency:
 - Predictive analytics for sales forecasting and customer behavior analysis.
 - Automated workflows to reduce manual tasks like data entry and follow-ups.
 - Lead scoring to prioritize high-potential prospects based on engagement levels.
- The sales and marketing team will double within six months. The company currently employs five people in these departments, and it has an aggressive growth plan to double the revenue and increase the team size within six months to support its growth trajectory.
- They serve over 50 large strategic customers, primarily farm owners who rely on the company's SaaS platform for optimizing crop timing and placement through analytics and AI. The total number of customers is 400.
- They want to implement it by Q3 of 2025.

The meeting takes place in a conference room at GrowCrops Corp's office in Wisconsin. It's a bright, modern space with large windows overlooking farmland, emphasizing the company's agricultural focus. You are meeting Taylor for the second time.

Seller's Goals

Your goal during your 15-minute in-person meeting is the following:

- Present a proposal for HubSpot and demonstrate its value to the firm.
- Ask for the business if they seem ready to commit.