



English Role Play

Seller's Guide

Global Bilingual Sales Competition
Florida International University

Round 1

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Information for the Seller

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.

You received an inbound lead notification from a business named **Greenhouse Structures**. You learn that Joey Capstone, VP of Marketing, recently signed up for the free CRM after viewing a blog post on the [HubSpot Sales Blog](#) to introduce them to basic CRM features that a new buyer should consider. Additionally, Joey requested that a HubSpot account executive contact them to help them learn more about the HubSpot platform, so you gave them a call.

When you called, you learn that Joey is out looking at office spaces in Toronto, but you were able to get 15 minutes in their calendar to meet with them on Tuesday.

From your meeting with Joey, you uncovered the following information:

- They are expert manufacturers in greenhouses & indoor grow systems, covering plant growth structures, benches/tables, light dep, irrigation, heating/cooling, lighting, and computer controls.
- With the growth of medicinal plants, they are experiencing a significant growth in potential customers around in North America, where their current focus is.
- They are starting to work on some partnerships to improve their portfolio of offerings.
- Their focus is to grow sales and Joey is interested in learning more inbound sales and marketing and what HubSpot can do for them.

Seller's Goals

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

- Get to know Joey and the company
- Gather information to discover any marketing and sales issues that Joey may be experiencing
- Secure a second meeting to further the sales process