



# English Role Play

## Seller's Guide

Global Bilingual Sales Competition  
Florida International University

**Round 2**

**Disclaimer:** This scenario has been developed by HubSpot and the FIU Global Sales Program, strictly for educational purposes. The information contained herein is purely fictitious. Any comments or remarks made in this document do not reflect the views or opinions of HubSpot, or any of its faculty or staff.

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### Information for the Seller – Round 2

#### Information Provided to the Seller Round 2

You successfully met with Joe Capstone, VP of Marketing, and you feel confident you can present a solid proposal that will meet Greenhouse Structure needs.

Among all the information you found during the first meeting, these are some of the most important areas you discovered:

In the area of Marketing:

- They have an old and outdated website, and the customer is not happy with using Drupal and Go-Daddy to manage it. It costs them about US \$ 4,000 a year to make changes.
- Collecting leads from the website is cumbersome and takes at least 4 hours a week from an employee.
- The customer is considering implementing a new website – looking at Bluleadz - <https://www.bluleadz.com/hubspot-website-design> - a HubSpot partner.
- They purchased Mailchip over a year ago; however, they are not using it, costing them US\$ 1200 per year.
- Managing SEO, running Google Ads, and connecting social media is all a challenge / almost impossible with the current website.
- Marketing budget yearly = 250k
- Currently, have 2000 leads – The customer is not sure about the quality of those leads.
- The customer needs **to increase the number of leads by at least 30%**
- There are 6 people in your Marketing Department. The average salary per marketing head is US\$ 80 per hour.

Although the sales manager was not present, Joe Capstone, VP of Marketing, gave you the following data, *which he believes is accurate*.

Sales

- Currently leveraging Salesforce for their CRM – However, they might consider looking to bring their sales efforts into HubSpot as well
- They pay US\$ 60 per user. There are 15 salespeople, 2 managers, and 1 sales operations specialist.
- Currently, the salesforce system is not integrated with their marketing systems.

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- Sales convert about 10% of the qualified lead from marketing; they would like to increase it to 20% to achieve their annual sales goals.
- The average sales are US\$ 30K
- Need a sales platform that is easy to use for the sales reps and can easily manage all of the meetings / in-person consultations that occur in the 6-12 month sales cycle

In this meeting, your goal should be to position the value of how HubSpot could specifically help Greenhouse structures and present a solution from HubSpot's platform that can solve the problems/challenges they have and support their marketing and sales needs.

You have 15 minutes to present a solution from HubSpot that can solve Greenhouse Structures' problems and challenges. Your focus should be on showing the customer how to gain access to better information about their leads and prospects and how to have a complete view of all their sales and marketing processes, plus clear visibility of sales forecasts in real-time. You will have to make a solution recommendation and talk about prices and the value that this investment will bring to Greenhouse structures

Although objections might surface from the buyer, be ready to close the business during this visit.

Your objective for this next visit:

- Show the value of your proposal
- Handle buyer's objections
- Make sure the buyer has all the information they need to decide
- Close the deal if possible

Knowing that your customer has Salesforce, your manager sends you the following links to explore.

- <https://www.forbes.com/advisor/business/software/salesforce-vs-hubspot/>
- <https://crm.org/crmland/hubspot-vs-salesforce>