



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 **Pop Up RV**. You learn that Cam Collins, VP of Sales and Marketing, recently signed up for the 14-day free trial of HubSpot's Marketing Hub Professional. It seems Cam worked at a marketing agency that used HubSpot and was researching options for his company. Cam 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 Cam was travelling and you spoke to Mary. She was able to get 15 minutes in Cam's calendar to meet on Friday.

From your research of **Pop Up RV**, you uncovered the following information:

- The company is based in Philadelphia and have been around 5 years.
- They design and build RVs transformed into mobile businesses, like coffee shops and pop-up stores.
- Based on their webpage, the company offers custom built units that will be used for mobile businesses. You saved a [picture](#) in your files.
- Not a lot of information was available about Cam. You could not find them in LinkedIn.

Seller's Goals

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

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