



# English Role Play Seller's Guide

Global Bilingual Sales Competition  
Florida International University

## ROUND 2

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**Seller's role**  
**Global Bilingual Sales Competition 2022**  
**Round 2 Role Play - English**

You had a successful meeting with Pat Logan, VP of Sales, and you feel confident you can present a solid proposal that will meet Vacasa's needs.

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

- They currently use another CRM (no name shared) to capture and manage their contacts, but it is not a reliable system that allows the marketing team to view, and share leads with your sales team. Current tools are not integrated.
- There is an urgency to implement a solution. It needs to be functional in about three months to be ready for the upcoming summer vacation season. Implementation process is important
- Need to automate the marketing function. Currently have 5000 customer contacts.
- Need to improve forecast and have a better and automated forecast process
- Need to track in real time, sales team activities and deals for all the direct Sales and Business Development Representatives (in charge of getting new housing for rentals)
  - 100 direct sales team
  - 30 business development reps
  - 5 people in the marketing team manage the current CRM
- Currently, it takes too long for sales operations analyst to gather sales information and generate reports. Need to automate and track in real time.
- Sales reps must have visibility of prospects visit to website.
- All other information from the first round applies.

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

You have 15 minutes to present a solution from HubSpot that can solve the problems and challenges Vacasa have. Your focus should be in 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 process plus clear visibility of sales forecast in real time. You will have to make a solution recommendation and talk about prices and the value that this investment will bring to Vacasa.

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 make a decision
- Close the deal if possible

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