



Turku Sales Competition

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2019 Fall Sales Profile Semi-final *Seller*

Disclaimer: All prospect profiles are developed for educational purposes and to facilitate competition at Turku, Finland. While some organizations represented in the profiles resemble actual companies, the profiles and situations are purely fictitious and any comments or remarks made in this document or by participants during the competition do not reflect the views, opinions or facts.

Customer Profile (Round 2)

Round 2:

The Situation

After your good sales meeting with CleServ Oy's Office Manager, you feel pretty good. Seems like you were able to convince the customer with the benefits of Social Media Advertising and they see the value of the solution. Seems like they believe that this is the right approach to achieve their goals related to expanding their business activities to new cities.

After the sales meeting, your Sales Manager Iiro had received a phone call from CleServ Oy, where their Sales Manager Berg seemed excited about this opportunity. A new sales meeting has been arranged for tomorrow, where you will be meeting with Sales Manager Berg.

In your previous meeting, you realized together with customer that in addition to one single campaign with Social Media Advertising, more work needs to be done. To attract both new customers and potential employees, general awareness CleServ Oy in Tampere and Helsinki region should be increased. Your Sales Manager Iiro pointed, that this would mean several campaigns, possibly even three in each city.

CleServ Oy provides cleaning services for industrial and commercial business customers. They also provide occasionally services for individuals, but this has not been their main business focus. Once you a google search related to the service providers in Tampere and Helsinki region, you found several local and three larger competitors. Most of them only partly provide the same product offering as CleServ Oy does.

You know that the pricing of Viestintäliiga is very competitive since 3M Advertising Pilot is a three-month pilot campaign that helps customers to get started and fine-tune your advertising to maximize the results.

The Sales Call: Round 2

You believe Sales Manager Rask is interested about value Viestintäliiga offer with Social Media Advertising and also about the price the Viestintäliiga asks for their services. In your first meeting you mentioned about pricing it to be is around 1000 Euros (VAT excluded). You possibly forgot to mention that the media budget is separately. The media budget is money that is used to run ads and with it visibility on selected advertising platform, like Facebook, or Instagram is bought. Normal media budget is around 100 Euros (Vat not included) per campaign. As your Sales Manager Iiro pointed out, running several campaigns will improve the results. Even though your target for the meeting is to secure Sales Negotiation meeting to close the deal, you can use this information to convince the customer in combination of presenting benefits and value.

The Second meeting

You are now on your way to meet Sales Manager Rask. Your background research reveals that Sales Manager Rask has worked in CleServ Oy only six months and before he has worked in two similar other sales positions. Sales Manager Rask seem to be around 32 years old and has graduated from Turku University of Applied Science majoring in Sales.

You want to convince Sales Manager Rask that you solution with Social Media Advertising with 3M Advertising pilot is the right solution for CleServ Oy, since Viestintäliiga's 3M Advertising Pilot offers a lot more during three months than any of the competitors. Who else than Viestintäliiga can offer start-up measures , driving traffic to target website, testing different adds and target audiences, analyzing data, creating enhanced target groups based on the website traffic, optimizing ads based on testing, further data analyzing, new ad campaigns with conversion goal and continuous ad optimizing with this cost effective way.

Good luck with your sales meeting, where you want to want to find out the needs, offer the benefits and find out value together. Your goal is to secure final sales negotiation meeting where either you or your Sales Manager Iiro can propose all details of the offer.