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SEASAC Competition

February 2020

Sales Profile Qualifying Round

Disclaimer: All prospect profiles are developed for educational purposes and to facilitate competition at SEASAC 2020, Mahasarakham University, Thailand. While some organisations 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 1)

Round 1:

Company Profile

McGraw-Hill is a learning science company that delivers personalised learning experiences that drive results for students, parents, educators and professionals. It focuses on educational equity, affordability and learning success to help learners build better lives. Headquartered in New York City, McGraw-Hill has offices across North America, Asia, Australia, Europe, the Middle East and South America, and makes its learning solutions for PreK-12, higher education, professionals and others available in more than 75 languages.

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The Situation

After graduation from your university and a successful internship at McGraw-Hill, you have been employed by McGraw-Hill and appointed to the North-east region of Thailand as a Business-to-Business Sales Representative. Your main focus is to deal with educational institution administrators (e.g., headmaster, school director, academic director, head of department, associate dean, dean, vice president, and/or university president) of educational institutions (e.g., high schools, technical and vocational colleges, and universities) in 20 provinces in this region.

You participated the 25th AEC ASEAN educational Conference in the Philippines in January 2020, and along with your colleagues, you represented McGraw-Hill at your stand. You met one school administrator, Professor Dr. Sirichai Sukswan, Associate Dean for Academics and International Affairs from Nadoon Business School of Fintech University located in Maha Sarakham province of Thailand. He informed you about his new project in improving digital or e-learning activities of students in his school since this will be one of important indicators in ranking and accrediting his school by government agencies in Thailand and other overseas accreditation institutions. Nadoon Business School of Fintech University is the first business school in the North-east region of Thailand and it is also the biggest business school in this region in terms of number of students with a total of 15,000 students enrolment. Professor Dr. Sirichai Suwansri told you about a competitor who has done a great offer for the e-learning solution for his school.

Moreover, apart from accreditation and ranking reasons, you have been additionally informed by Professor Dr. Sirichai Sukсуwan that Fintech University has started a new policy for all faculties and schools to use technology in the lecture classroom. The University has attempted to set up new learning management system, but it is such a time-consuming for instructors/lecturers to create their own digital content and materials to be uploaded into the system. Dean of Nadoon Business School, Professor. Dr. Kasem Methawong wants to respond to the University's policy in encouraging all his faculty members to use technology in their lecture classroom. However, the faculty members have tight working schedule, and it takes time to develop new digital content and materials. Each of the faculty member generally has to teach 2-3 subjects per semester and takes care of 2 sections per subject. There is limited or no time for them to create and develop new digital content and materials for the subjects they teach.

A quick glance at Professor Dr. Sirichai Sukсуwan profile indicates that he is Thai national and grew up in the affluent Southern provinces of Thailand: Songkha province and Phuket province and has earned PhD (Business) from UK and Master's degree (Business) from USA, and Bachelor's degree (Economics) from the TOP1 economics school in Thailand ranked by QS University Ranking, US News and World Reports, and THE World University Ranking. He has 8 years of B2B marketing experiences with SCG (Siam Cement Group), one of the largest diversified conglomerates in Thailand, 5 years of catering marketing at Lufthansa airline, and 13 years of working with higher education institutions.

You also check the details of Nadoon Business School from website and notice that it is a member of the Association to Advance Collegiate Schools of Business (AACSB) and EFMD Quality Improvement System (EQUIS), but it has not yet been accredited by these business school accreditation agencies. After searching for accreditation and ranking information, you realise that using of technology for the study of the learners/students is one of the important criteria in accreditation and ranking process. This information is consistent with that you received from Professor Dr. Sirichai Sukсуwan.

You anticipate that at the end, the decision maker may not be only Professor Dr Sirichai Sukсуwan. However, he is one of the important influencers of this deal.

The Sales Call: Round 1

You are now on your way to the meeting with Professor Dr. Sirichai Sukсуwan. You have been doing your background research and found out that Nadoon Business School has partially used e-learning system from Division of Distance Learning of Fintech University since August 2019. But, to date, many problems have occurred (e.g., server malfunction, user identification problem, miscalculating students' scores etc). Also, you have been reliably informed that Nadoon Business School is autonomous unit in Fintech University that it can procure and buy educational products or the learning systems independently with school budget.

This is your first sales meeting with Professor Dr. Sirichai Sukсуwan and your closing objective is to sell McGraw-Hill in such manner that further discussions can take place in the next sales meetings. You need to convince Professor Dr. Sirichai Sukсуwan about the benefits and value of the solution. Good luck!



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Buyer

CONFIDENTIAL

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Buyer Profile (Round 1)

Round 1

Confidential information for buyer

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Buyer Standpoint

As Associate Dean for Academics and International Affairs of Nadoon Business School, Fintech University, you are interested of digital learning platform to enhance your students' virtual learning skills, to personalise learning experiences of your students, to improve students' learning performance and knowledge, and to effectively facilitate your lecturers' course management. That is why you have set up a meeting with Sales Representative of McGraw-Hill after seeing each other at the 25th AEC ASEAN educational Conference in the Phillippines in January 2020.

Your main interests are all products of McGraw-Hills for digital learning/e-learning. Also, you are keen to know how the 'Connect' system operates, the confidentiality of the system, the validity and reliability of the system and how this system outperforms to other suppliers (rivals of McGraw-Hill).

You can present following items to the Seller:

- What are the main benefits of using 'Connect' and other related products of McGraw-Hill?
- How many hours that learners have to learn by themselves a week?
- If server malfunction, how can you ensure the system?
- What is the cons (drawbacks/disadvantage/weaknesses) of using this system?
- Why choose McGraw-Hill?
- Does McGraw-Hill has technical recovery unit?
- How long McGraw-Hill can guarantee

customers to recover of the system in case of system malfunction?

- What kind of bundle products (bundle packages) or other giveaways that you can receive from McGraw-Hill, compared to other suppliers?
- How lecturers can produce teaching materials via 'Connect'?
- Other related issues?