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SEASAC Competition

February 2020

Sales Profile Final Round

Buyer
CONFIDENTIAL

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Customer Profile (Round 3)

Round 3:

The Situation

After your previous two sales meeting with Professor Dr. Anchalee Makmee, Associate Dean for Finance, Procurement, and Supply and Professor Dr. Sirichai Sukswan, Associate Dean for Academics and International Affairs from Nadoon Business School of Fintech University, where you were able to convince them about the solution of “Connect” and other related products of McGraw-Hill, and presenting preliminary costs and value as well as superior services that McGraw-Hill can bring to customers.

Next step is a sales meeting with Dean of Nadoon Business School, Professor Dr. Kasem Methawong. He is the highest leader of Nadoon Business School and wants to respond to University’s policy in encouraging all his faculty members to use technology especially digital technology in their courses. Professor Dr. Kasem Methawong has a positive feedback about information and solutions of McGraw-Hill that he received from Professor Dr. Anchalee Makmee, Associate Dean for Finance, Procurement, and Supply and Professor Dr. Sirichai Sukswan, Associate Dean for Academics and International Affairs. However, from his viewpoints, he still thinks the offer about the price/good value of products and services from McGraw-Hill is not optimal yet.

You discuss with your Sales Manager Ms. Ratree Sookkho and she gave you following pricing structure.

Products	Qty	Price/Unit (USD)	Maximum Discount	Price/Unit (USD)	Total (USD)	License
Printed book + Connected	1-499 seats	50	35%	32.5	16,217.50	1 year
Printed book + Connected	500-1,000 seats	50	40%	30	30,000.00	1 year
Connect only	1-499 seats	30	35%	19.5	9,730.50	1 year
Connect only	500-1,000 seats	30	38%	18.6	18,600	1 year
Ebook	1-499	40	30%	28	13,972	long-life
Ebook	500-1,000	40	40%	24	24,000	long-life
Customized Connect	1,000	40	35%	26	26,000	1 year

NB: Price excluding VAT 7%

The Sales Call: Round 3

As said, you know Professor Dr. Kasem Methawong is interested about your product “Connect” and other related products in order to follow University’s policy in encouraging all your faculty members to use technology especially digital technology in their courses. This project and/or impact of students’ learning as a result of this project will be one of the important factors to evaluate performance of Professor Dr. Kasem Methawong by President of Fintech University as well. However, you know that Professor Dr. Kasem Methawong has many suppliers to approach him and his team as well and you know that Nadoon Business School would like to use products at least 600 sets (of users) for the 1st semester/2020 in September 2020.

According to price structure, it is up to your judgment to give Professor Dr. Kasem Methawong discount rate but you cannot provide him exceed the discount range indicated in price structure. If exceeding this range, you have to get permission from your Sales Manager Ms. Ratree Sookkho. Your main goal is to close the deal for this third meeting.

The Third Meeting

You are now on your way to meet Professor Dr. Kasem Methawong, Dean of Nadoon Business School. Your background research reveals that Professor Dr. Kasem Methawong has worked for Mahasarakham Business School for 15 years and he was born in Chiangmai province, the Northern region of Thailand and he earned his PhD from one of the most accredited universities in Thailand. Before entering the academic life, he has worked in agro-business as sales manager for 10 years. He has passion about Thai boxing and chess playing.

Based on your last two meetings, you know that the key man for this initiative project is Professor Dr. Kasem Methawong. You have to convince him the value comparing to cost of McGraw-Hill products and present your superior solution to him, and close the deal as possible as you can and avoid giving too much discount to him. The speaking of yours “It’s a deal” at the end of the meeting is expected that means you can close the deal or finish this task with Professor Dr. Kasem Methawong satisfactorily. All the best of luck!

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Round 3:

Buyer Profile (Round 3)

Confidential information for buyer

As a Dean of Nadoon Business School, Professor. Dr. Kasem Methawong. You are the highest leader of Nadoon Business School and wants to respond to University's policy in encouraging all your faculty members to use technology especially digital technology in their courses. This project and/or impact of students' learning as a result of this project will be one of the important factors to evaluate your performance by President of Fintech University. You feel impressive about information and solutions of McGraw-Hill that you received from Professor Dr. Sirichai Suksuwan, Associate Dean for Academics and International Affairs. However, you concern about the cost of using services and products from McGraw-Hill.

As well, you have been told from Professor Dr. Anchalee Makmee, Associate Dean for Finance, Procurement and Supply of Nadoon Business School that prices of goods and services of McGraw-Hill will be more expensive than those of other suppliers in the market, so you are enthusiastic to speak with sales representative of McGraw-Hill about this issue apart from to know by yourself again how the system of creating digital content works by "Connect" and the consistency of the system.

You can present following items to the Seller:

- What is the total cost of each product of McGraw-Hill?
- How much you can get final discount?
- What are specifications/qualifications making the "Connect" or other products of McGraw-Hill better than others?
- Can this system or content be shown in Thai/English or other language?
- Can you get longer valid period (license) of using system "Connect" and other online products of McGraw-Hill?
- What is else services apart from after-service or warranty/guarantee by McGraw-Hill?
- How often McGraw-Hill can provide training to faculty members/educational and technical staffs of Nadoon Business School in using its products with free of charges?



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Final stage is a sales meeting with Dean of Nadoon Business School, Professor Dr. Kasem Methawong. He is the highest leader of Nadoon Business School and a final decision maker for this deal. Professor Dr. Kasem Methawong wants to respond to University's policy in encouraging all his faculty members to use technology especially digital technology in their courses. Professor Dr. Kasem Methawong has a positive feedback about information and solutions of McGraw-Hill that he received from Professor Dr. Anchalee Makmee, Associate Dean for Finance, Procurement, and Supply and Professor Dr. Sirichai Suksuwan, Associate Dean for Academics and International Affairs. However, from his viewpoints, he still thinks the offer about the price/good value of products and services from McGraw-Hill is not optimal yet.

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