



Turku Sales Competition

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2016

Prospect Profiles

Buyer

CONFIDENTIAL

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 1)

Round 1:

The Situation

After your graduation from the Turku University of Applied Sciences (TUAS), you have been hired as a field sales person for them. You are excited about this new challenge that will require you to visit customers and do cold calls with customers that TUAS has never done business with.

You have been assigned to the Business to Business sales team, tasked with selling the whole range of Innopeda® trainings offered by the professional trainers of TUAS. TUAS B to B has several potential businesses and Universities as potential customers to increase sales. After having prospected several potential customers, you have detected a couple of hot leads and you want to follow up with a face to face visit with one of the prospects.

The University you are looking into is located in Iceland and is called Greater Geyser University of Reykjavik (GGUR), located in Reykjavik, Iceland.

During the first call you were able to secure an interview with the newly appointed Training Manager. A quick glance at the contact person's LinkedIn profile indicates that the director has 3 years of University experience, 4 years of training experience, 6 years of experience working with Universities and for the past 4 months has been tasked as Training Manager of GGUR. The Training Manager has a degree in economics from a Finnish university and has never held this high position before.

The Sales Call: Round 1

Because your contact is new to his current position and has little experience in training management or improving education products, your task will be to try and identify the business challenges of the prospect and to see how TUAS would add value, with a particular focus on of Innopeda® Train-The-Trainer training. You have not met the Training Manager before.

Mid sized, government owned GGUR is located 20 km from the downtown of Reykjavik. GGUR has been established in 1957 and it has a nice campus area with 3 different faculties and 5 different buildings. It has current staff of around 65, from which 45 are directly involved in training and education.

The University has totally 750 students and it offers degree programs in economics, sales and management, both for bachelors and masters. The University is ISO certified and enjoys a high reputation, especially with their master students. They offer both on-campus and online courses.

Ambitions. For the last 2 years, the university has decreased in both Iceland's internal and European rankings and they have announced a new strategy to improve their level of education. The Training Manager position was filled with a new person since the previous Manager moved to another University. GGUR wants to improve their teaching methods and visibility in the local media to attract students with a high potential.

The First Meeting:

GGUR needs to improve their training methods. In the past, trainers mainly utilized traditional, lecture based teaching methods, sometimes relying on old materials. The feedback from the students has been moderately good, but the management of the university wants to improve this. You have contacted them to find out, if TUAS Innopeda® Train-The-Trainer training would be suitable for them, but you do not know what plans they have to achieve their level of optimal education.

The new Training Manager has some experience in the education business, especially due to the previous work done in the universities. The training Manager is willing to look for new approaches to bring improvements and therefore is willing to talk to you about TUAS Innopeda® Train-The-Trainer training to see how your solutions might help Greater Geyser University of Reykjavik to achieve their objectives.

Although this is your first sales meeting and your objective is not to discuss the price, TUAS Innopeda® Train-The-Trainer training price varies between 3000 to 5000 Euros for either 1 or 2 day training plus the travelling costs. Therefore, in the round 1 meeting you need to sell benefits of TUAS Innopeda® Train-The-Trainer training, find ways to match Greater Geyser University of Reykjavik development needs and objectives and to ensure the follow up meeting.

Confidential information for buyer

As a newly appointed Training Manager, you realize that the training style of Greater Geyser University of Reykjavik needs to improve. You contacted Turku University of Applied Sciences (TUAS) since you heard good things about the Innopeda® methodology from Mikael Tomasson, who studied at TUAS. This novel training approach sounded quite interesting, but unfortunately you do not remember a lot of details of the discussion. Therefore you would like to hear more about this methodology and especially about the benefits it can offer for both your training staff and students.

The amount of students have dropped steadily as seen from the table below, most probably due to the changes in the population, but also possibly due to the training approach and lack of work-life relevant teaching and possibilities of employment right after graduation.

year	Amount of students	Amount of teaching staff	Amount of administrative staff
2013	822	48	23
2014	785	48	22
2015 (estimate)	750	45	20
2016 (estimate)	735	45	20

One of your ideas is that you would improve the amount of project work done in cooperation with existing businesses. The current training approach does not fit well with this idea, since most of the training is done with traditional lecture approach and you are looking for alternative approaches.

You had a meeting the Rector of the University, who is eager to change the training approach and the rector has given you the task to find ways to make this happen. Besides TUAS, you have heard about other companies offering different kind of solutions for improving training, but you have not done any research for them yet.

You met Mikael by accident over dinner and he told you about TUAS, which is located in the western Finland, and their Innopeda® approach. Their sales representative, which you have never met before, is on the way to meet you to discuss possibilities. You have no idea of the costs related and you are keen to get more details related to the features, benefits and value this approach can offer. Your aim is to find out these aspects and agree to have a follow up meeting, where your rector would also be present.

Present the following comments/objections and ask the following questions from each sales person:

What skills or competences would Innopeda® improve ?

What will change after Innopeda® training?

What benefits would Innopeda® bring to your University?

Innopeda® sounds interesting but abstract, does it really work?

Do you have any references of previous institutions or companies?

Tell to the sales person that you are actively looking for different alternatives to improve the training within your university. Therefore you are not ready to decide anything before you get the proposal from the salesperson.



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