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CHAPTER ROLE PLAY

Addressing Concerns and Earning Commitment

ALLISON ENGINEERING

Brett Johnson has been selling for Allison Engineering for six months. Most of the first four months were spent in training, learning Allison's products. He spent another two weeks learning their selling process and shadowed one of their senior reps for a couple of weeks. He has barely been in the field a month and is feeling frustrated. Brett was given a hot lead the first day in the field (Parker Distributors), and the past four weeks he has made seven calls on Parker. Johnson feels he is close to getting an order from Parker. Brett knows Parker is fairly happy with their present supplier, but he is aware that they have received several late deliveries. Mary Williams, Parker's senior buyer, has given every indication that she likes Allison's products and Johnson.

During Johnson's most recent call, Williams told him she'd have to have a couple of weeks to go over his proposal. Williams really didn't have any major objections during his

presentation. Johnson knows his price, quality, and service are equal to or exceeds Williams' present supplier. Williams did say she wasn't looking forward to calling their present supplier to tell them about doing business with Allison Engineering if she decided to change.

ROLE PLAY

Location: Mary Williams's office

Action: Role play Mary Williams telling Brett Johnson she needs a couple of weeks to think over his proposal. Discuss the sales resistance of forestalling Williams is using and how Johnson is going to overcome the objection (use LAARC). Also, role play Williams' concern telling her present supplier they are switching suppliers.