



NCSC Prospect/Buyer Role Guide

Along with the opportunities to network and engage potential sales hires and sales professors and teachers from around the U.S., the NCSC is designed to provide an engaging learning experience that both challenges the competitors' sales skills, as well as determine which competitors have the best understanding of the specific sales skill sets identified in the NCSC judging criteria and can deliver or implement those skills in a dynamic, competitive setting.

Important General Tips and Reminders: - Executive Summary

1. Thoroughly read the confidential buyer/prospect profile – Be Prepared
 - a. Buyer/prospects need to know the profile but do not have to memorize
 - b. If the buyer/prospect forgets something – make something up – use with each competitor
2. Be consistent with each competitor – raise the same objections and have the same needs and personality style with every competitor.
3. Whatever you do with the first competitor, also do with each successive competitor.
4. Needs: reveal needs when asked – do not offer freely without their asking for the needs
5. Objections: raise objections throughout – raise only 1-3 and do not wait until the end to raise all of the objections; price should be about the only objection to raise at the end
6. Enjoy the role – have fun – but take it seriously – the competitors prepare for weeks and months for this event – make it a “fair” competition for each competitor
7. This is not the time to teach any of these competitors a “lesson in the *horrors* of the real world☺” The scenarios will be challenging, but not impossible to get through the call. They know it will be hard in the real world – this is a competition and the judges need to see how they perform when given a *reasonable* opportunity to get through an entire sales call.

Details about the tips and reminders for everyone participating as a buyer/prospect during the NCSC.

- **Be consistent with every competitor during the round. (Same needs, objections and personality style).**
- All buyer/prospects need to **follow the confidential profile as closely as possible in regards to the needs, objections and personality style with each competitor** so that we can provide as level a playing field and as fair a competition as possible.
- **Whatever transpires during the very first competitive sales role-play in your respective office, needs to transpire (from the prospect's side) in each following role-play during that session.** Many buyer/prospects will interpret the role differently and in some instances forget or make-up different needs or objections or details. Whatever needs, objections and details and personality style are offered during the first competitive role-play should be followed in each succeeding competitive role-play in that round.
- Buyer/prospects **do not have to “memorize” all of the details**, but need to be very familiar with the scenario. Thoroughly read through the profile. If a detail is forgotten during the competition – in the first round – the buyer/prospect should feel free to make up any details that are consistent with the profile. Regardless, use the same details during subsequent rounds... As much as possible.
- Confidential scenarios for each round will be provided to the NCSC primary contact who should distribute the profile to identified and potential buyer/prospects prior to the competition rounds. The NCSC will provide the confidential scenarios to the buyer/prospects during the Judges' and Buyers' Meeting immediately following the Reception and Welcome on the first day of the event.



- The buyer/prospect role purpose is to provide the “context” of as realistic a sales appointment as possible. However, this is **NOT** the setting to “show these kids how hard the real world can be.”
- The buyer/prospect needs to **provide challenging “hurdles” but not “brick walls”** for the competitors. The judges need to be able to observe all of the skills identified in the judging form.
- Some scenarios will ask you to be a “driver” personality and not freely offer details, however, when the competitor asks the correct questions, they should be rewarded. However, do not offer needs and details unless asked.
- Do not offer to buy before asked. Buyer/prospects will be provided instructions in each scenario regarding whether or not they will agree to purchase for each round. Judging should not be affected by the buying decision.