



WESTERN MICHIGAN UNIVERSITY

Sales and Business
Marketing Program

The Great Lakes High School Sales Challenge



CRYSTAL
MOUNTAIN

www.wmusaleschallenge.com

The Phone Call Instructions

BIG PICTURE

Each competing student will sign-up for a 15-minute time slot to execute their appointment setting phone call. A current student from WMU's Sales & Business Marketing program will answer as Chris Miller, the target of the call (see Phone Call Scenario). Your job will be to gain a face-to-face appointment with Chris Miller. After completing the call as salesperson, the student can stay on the line and receive feedback as a student (no longer a role-play).

The Sign-Up Process

Students will pick a time slot via the Sign-Up Genius web site. The link for this is posted on the "Competition" page of the Sales Challenge web site. There will be three possible phone numbers to call, and each number has its own sign-up. These are shown as separate tabs on the sign-up form. So, if the time you prefer is already taken, you can check the other tabs. **Please carefully follow the instructions when signing up.** NOTE: The email you use needs to be one capable of receiving an email from an address not within your high school network. Thus, using something like a gmail address may be necessary if your high school has an internal only system.

The Call Itself

Dial the number you signed up at the time you signed up for! Be alert that there are three phone numbers, so the number your classmate might be dialing won't automatically be the one you are dialing. From the beginning, **BE IN CHARACTER!** The person answering the phone will answer in character, so just roll right into your call. Do the call staying in character the whole time. Expect that there will be objections and you will have to work to get the appointment, but at the same time, Chris Miller will not be a jerk! There are three objections covered in the curriculum, each student will receive two of these, which two will be randomly selected before your call. You should ask for a real date and time the week of January 20-24, 2020 (this helps the realism of the call).

The Feedback Process

When you have wrapped up your final confirmation with Chris Miller, the WMU student will break character and begin the feedback process. They will not inform you whether you made the next round, so please don't ask. The idea is to focus on the learning process. Feel free to ask questions on that process. Be a curious student!

On-Campus Invitations

After the eRound calls are done, we will review and the On-Campus invitees will be announced both on the competition website, and via an email directly to the student. The on-campus round is not a phone call, but instead is a face-to-face meeting between you (CMR) and Chris Miller (MME). Full details will be available starting January 13. These details and other training resources will be posted on the competition website.