



WESTERN MICHIGAN UNIVERSITY

Sales and Business
Marketing Program

The Great Lakes High School Sales Challenge



CRYSTAL
MOUNTAIN

www.wmusaleschallenge.com

The Phone Call Scenario

USING THE SCENARIO (For our virtual event this year we will be using Zoom to execute the phone calls)
The scenario describes the people and situation that you will be embedded in when you prepare for and execute the phone call which is the first round of the Great Lakes High School Sales Challenge. Students who perform at the top level will get into the role and the situation and will behave like a young professional, versus a student.

YOU: Group Sales Representative at Crystal Mountain Resort

You are a group sales representative at Crystal Mountain Resort assigned to gaining business from non-profits, associations, and government/school affiliated groups within the Great Lakes region, although the majority of the business you generate comes from the state of Michigan. You have been with Crystal Mountain for about a year and a half after graduating with a Sales & Business Marketing degree from Western Michigan University in 2017. Your job entails identifying groups and associations that conduct meetings and initiate conversations with these people to identify possible clients for Crystal Mountain.

Crystal Mountain Resort is known as a premier ski and golf resort, but it also has an award winning conference center (The Crystal Center). It is this business (versus recreational) side of Crystal that you represent. This side of CMR generates about 30% of Crystal's revenues and is critical to their success. Crystal Mountain's web address is: <https://www.crystalmountain.com/>

THE TARGET: Chris Miller, Director of Events and Conferences for the MME

Recently you became aware of the MME, or Michigan Marketing Educators which is an association of high school marketing and business teachers. Your former high school teacher, who you ran into when participating in an alumni night at your former high school, mentioned that the recent conference s/he attended that was hosted by the MME was excellent. Upon returning to work on Monday you looked up the MME and found that the director of events and conferences was Chris Miller. The brief bio of Chris Miller indicated that s/he had been in their position for 2 years and would be in the position for a year longer. The bio did not indicate what high school Chris Miller worked at (all of the MME "officers" are volunteers that have High School teaching positions as their primary job) and did not include a photo.

You decided to do some research on the MME and contact Chris Miller to potentially set up a meeting via the phone. Their web address is <http://www.mmeconnect.org/>

NOTE: We are using real organizations as the basis of this scenario, but obviously we created your role and the Chris Miller role. You are encouraged to research the organizations; however Chris Miller does not actually exist and thus you are limited to what is in the scenario above. Also note Chris Miller may be a male or female.