

to the meeting, he also failed to try to get another appointment with Greg Cox. Jeff realized that his call with H2G was not his best performance.

Questions

1. What problems do you see with Jeff's H2G sales call?
2. If you were Jeff's sales manager, what would you recommend he do to improve his chances of succeeding?

Role Play

Characters: Jeff Weatherby and four other SSI sales representatives; Felicia Jameson, SSI sales manager

Scene:

Location—SSI's Indianapolis office during a weekly sales meeting shortly after his sales call with H2G.

Action—Jeff reviews his H2G sales call with other SSI sales representatives and their sales manager, Felicia Jameson. This is a regular feature of the weekly meetings, with the idea being that all sales representatives can learn from the experiences of others. Jeff has decided to compare his call on H2G to some of the material from his sales training with SSI. This material, which contrasts transaction-focused selling with trust-based relationship selling, is shown in Exhibit 1.2. His review will analyze whether he did or did not practice trust-based relationship selling during his call with Greg Cox at H2G.

Upon completion of the role play, address the following questions:

1. Is Jeff's review of his sales call accurate?
2. What steps should Jeff take to begin to develop a strong relationship with Greg Cox at H2G?