

Cold Calling Competition

COLD CALLING SALES COMPEITION • STUDENT INSTRUCTIONS

LOGISTICS

You will schedule a time with the CSS team to make your cold call. The cold call will be done by logging into a Zoom link with the camera off to simulate not being able to see your buyer.

You will be in the Zoom waiting room and when your buyer is ready, your buyer will admit you into the Zoom room and will greet you by saying "hello" as if your buyer just answered your cold call. The role play begins immediately.

After the call ends, you may stay on the Zoom link to receive live feedback from the mock buyer.

The session will be recorded in order for the judges to review the cold call the following day.



Product / Scenario

For this year's competition, you are a Sales Development Representative at Bird Rides (bird.co), a company well known for their electric scooters and electric bicycles.

Bird is known for their scooter sharing app, but you are on a new B2B sales team responsible for selling bulk orders of their electric scooters to large companies with multi-building office campuses.

BUYER

You are calling Marcus Oliveira, People Operations Leader at Facebook. You are not sure if Marcus would be in charge of this decision but your team generally sells to Human Resources and People Operations departments.

Scooter Sale

LIVE COMPETITION ON OCTOBER 13TH 4-6PM PST

GOAL

You will need to research Bird to prepare for your call. The goal on the call is to schedule a pricing-and-packing call between Marcus and an Account Executive at Bird that handles the largest companies in the Bay Area. Feel free to get creative, using any information you have learned about your product. .



Scoring

In your 60 second mock cold call, you will be judged in the following areas:

- Greeting and first impression
- Articulate the reason for your call
- Identify relevant facts and needs
- Present a solution to a problem
- Overcoming objections
- Closing the call

SCHEDULING

Please schedule a time slot using [this link](#). Once you have selected a time, a confirmation with a zoom link will be sent to your email.