

Susquehanna
UNIVERSITY

4th Annual

HIGH SCHOOL SALES COMPETITION

MONDAY, MARCH 3, 2025



ROUND 1 Sales Call Role Play Scenario

Please read the following information, as it is what you need to know for your sales call role-play presentation for round 1. Please note that your sales call should be 15 minutes long and will be timed so that competitors stay within the 15-minute time limit. Professional dress is highly recommended. Please see the competition website for how to prepare and suggested items to bring with you on the sales call.

YOUR COMPANY: Knoebels Amusement Resort

The company you work for is Knoebels Amusement Resort (www.knoebels.com), America's Largest Free Admission Amusement Park in Elysburg, Pennsylvania. In addition to the "Free Admission" aspect of the park, which means you can walk in without a fee, Knoebels also offers free parking, free entertainment, and free picnic facilities.



Knoebels promotes their organization as a venue that provides a day of fun, food, and fantasy for families, friends, and/or coworkers. In addition to over 60 rides, award-winning food, swimming, games, and gift shops, guests can add a round of golf at Knoebels Three Ponds Golf Course. Knoebels has been nationally recognized on multiple occasions and honored by USA Today's 10Best, Amusement Today's Golden Ticket Awards, and the National Amusement Park Historical Association. The thrilling Phoenix has claimed the title of Best Wooden Coaster in the World 6 times in a row. Knoebels delicious food has earned 22 Golden Ticket Awards for Best Amusement Park Food!

Knoebels offers group sales packages for companies, clubs, churches, and families. All group sales packages incorporate Ride Tickets or Day Passes. Over 75% of the group packages sold also include catering. Knoebels can accommodate catering for groups of 10 to 10,000 in their pavilions.

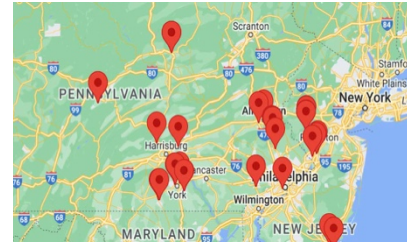
THE PRODUCT YOU ARE SELLING: Catered Event at the Park with Sunday Ride Pass

Knoebels only offers Weekend Ride Passes in the pre- and post-season. Sundays are traditionally less busy than Saturdays, so it is often easier to accommodate larger groups. This proposal will be for a Sunday in May when the park is open to the general public. See additional literature from the Knoebels detailing the operational schedule, group planner, and cost breakdowns - posted on the sales competition website.

WHO YOU ARE SELLING TO: DiMarco Automotive

The prospect you are selling to is the DiMarco Family Car Dealership, with 53 dealerships that account for \$2 billion in annual sales and employ more than 2,000 associates across Pennsylvania and New Jersey. See the map for locations.

Car Dealerships are traditionally closed on Sundays. This provides the perfect "Family Day" for DiMarco employees and does not compromise their business model.



The DiMarco Automotive name is on dealerships from the Jersey Shore to the mountains of central Pennsylvania, accounting for a variety of different brands. DiMarco also has collision centers, car buying centers, and express service locations. Each dealership has a team of front-line workers, from front desk agents to salespeople, mechanics, and service workers. There is also a lineup of support staff, including marketing, information technology (IT), and human resources (HR) assistants. Each dealership also has its own management team. DiMarco's corporate headquarters are in Allentown, PA.

DiMarco Automotive's most valuable assets aren't the vehicles or the buildings. They believe their people drive the success of their business. At both the corporate and dealership levels, DiMarco wants to ensure their employees are being rewarded for their hard work. Employee satisfaction, leading to retention, is the most important thing.

Mike DiMarco is the Founder & Chairman of the company and is the loving husband of Sharon and a proud father to Mike Jr., Dylan, and Cole (all three sons are involved in the family business). Two of the first three people he hired remain with the company almost 40 years later, and eight of the company's general managers joined right from college. It's clear DiMarco's family business mindset aligns well with Knoebel's Mission and Values. Knoebels is now in its 4th generation of family ownership, with 9 active owners/ operators.

Taylor Gallo, whom you are scheduled to meet at their corporate headquarters in Allentown, is the Senior Director of Human Resources and oversees all the HR functions across the chain. Taylor is responsible for managing the team of human resource assistants who help recruit employees, screen job candidates, schedule interviews, and perform administrative tasks at each dealership. They also handle essential tasks such as recruiting and hiring, onboarding, administering employee-benefit programs, and managing employee relations and engagement.

Taylor understands that employee engagement— how invested your employees are in your company – is important because engaged employees are typically happier employees who care about their work and want to do a good job. Taylor hopes to introduce a new employee engagement event in 2025 to celebrate workers and let them know they're valued.

The most important factors for Taylor when deciding on a new event are to ensure the event has meaning for employees, makes them feel appreciated, and provides an environment that instills the family culture by uniting work and family. Two obstacles to overcome when trying to secure a venue for this type of event are the venue's distance from each of its 53 dealerships and its ability to accommodate up to 2,000 employees and their friends & families. The last thing Taylor wants to do is plan an event so far away from employees' homes that attending the event feels like work. Taylor is the final decision-maker for employee relations. However, they often consult with Mike and his executive team.

SALES CALL ROLE PLAY OVERVIEW AND YOUR SPECIFIC ROLE AS KNOEBELS AMUSEMENT RESORT GROUP SALES REPRESENTATIVE

You are a full-time Group Sales Representative working for Knoebels Amusement Resort in Elysburg, PA. You have been with Knoebels for almost a year, securing a job with the organization shortly after graduating from Susquehanna University in May 2024. Recently, you planned an event for Tim Donner, who is responsible for the volunteer and engagement initiatives at Lehigh Valley Health Network, with over 32 hospitals and 700 care sites across the Lehigh Valley and southern New Jersey. Tim was at another business event and was speaking so highly of Knoebels to the DiMarco family that it sparked their interest. Mike DiMarco told Tim his family had been looking for ways to re-energize their team of employees and bring the "Whole Family" together.

Tim called you and mentioned you should reach out to Taylor Gallo, the HR Director, about DiMarco's interest in Knoebels. You are excited about the opportunity to work with this particular automotive group, as you purchased your first car at one of their dealerships. You are confident you can customize a Knoebel's event for the DiMarco Family to help re-energize employees and provide a day of fun, food, and fantasy.

Last week, you emailed and then called Taylor Gallo. Taylor sounded interested in your proposal but wanted more details and hard numbers. You were grateful for Tim's lead and were able to schedule an appointment with Taylor. **You are looking forward to pitching your ideas to Taylor about how DiMarco Automotive can take advantage of the good old-fashioned fun Knoebels provides.**

YOUR KEY TASKS FOR YOUR INITIAL MEETING WITH THE PROSPECT – TAYLOR GALLO

In this meeting, lasting no longer than 15 minutes, you want to uncover the current challenges of managing employee engagement and planning meaningful events and come to the conclusion that the solutions offered by Knoebels are the best option for DiMarco Automotive. You want to be persuasive in presenting a reason for Taylor Gallo to find value in your proposed solution and gain a commitment for a second meeting, where you will hopefully close the deal. Your tasks are as follows:

1. Meet and build rapport with the client, Taylor Gallo.
2. Ask questions to help determine the demographic and geographic makeup of DiMarco Automotive's employees and what type of group packages would be most appealing.
3. Find out what the client needs regarding an employee engagement/relations event.
4. Address Taylor Gallo's general concerns about this or other employee engagement events.
5. Make a sales presentation about how Knoebels will be able to offer an event for DiMarco Automotive's employees that will be both meaningful and valuable.
6. Motivate Taylor Gallo that your event is a good choice for DiMarco and that her event will impact the business.
7. Make sure Taylor Gallo is ready to consider a proposal from you.
8. Secure a follow-up appointment with Taylor Gallo to present your preliminary proposal.

POSSIBLE OBJECTIONS THE PROSPECT MAY HAVE DURING THE SALES CALL

Following are just a few objections that may arise from the prospect during your sales call:

- **Cost:** Because this is not just an employee event but a family day, the prospect may not be prepared to spend that kind of money on each employee and their families. You must be prepared to show the value of the experience for DiMarco Automotive's employees.

- **Location:** The distance to Knoebels from each of DiMarco's dealerships can be a cumbersome drive. You will need to know what that distance (mileage, travel time) is to answer that objection logically, should it arise. An example of a point to discuss with the prospect might be the ease of getting to the facility.
- **Experience:** The prospect may have an issue with your age (you are just out of college) and that you have only worked with the company for a short time.

[PLEASE SEE SCORING RUBRIC ON NEXT PAGE]

SU High School Sales Competition Scoring Rubric

Competitor name _____

Competitor score _____/125 (for Comp organizers only)

APPROACH (Effectively gains attention and builds rapport)	1=strongly DISAGREE 5=strongly AGREE
• Professional introduction	① ② ③ ④ ⑤
• Salesperson gains prospect's attention	① ② ③ ④ ⑤
• Effectively builds rapport	① ② ③ ④ ⑤
• Smooth transition into needs identification	① ② ③ ④ ⑤
NEEDS IDENTIFICATION (Obtains clear understanding of customer's situation)	
• Uncovered decision process (decision criteria, people involved in decision process)	① ② ③ ④ ⑤
• Effectively determined relevant facts about company and/or buyer	① ② ③ ④ ⑤
• Effectively uncovered needs of buyer (discovered current problems, goals, etc.)	① ② ③ ④ ⑤
• Asked effective questions that brought to buyers' attention what happens to company or buyer when problems continue (helped convert implied to explicit needs)	① ② ③ ④ ⑤
• Gain pre-commitment to consider the product/service and smooth transition to presentation	① ② ③ ④ ⑤
PRODUCT/SERVICE PRESENTATION (Persuasively match product benefits to meet buyer needs)	
• Presented benefits-based upon needs of buyer instead of only features	① ② ③ ④ ⑤
• Logical, convincing presentation (display a strategy to communicate and persuade; clearly understand needs "hot buttons" of prospect and concentrate on those needs)	① ② ③ ④ ⑤
• Used appropriate/professional visual aids	① ② ③ ④ ⑤
• Effectively demonstrated product/service	① ② ③ ④ ⑤
• Effectively involves the buyer in the demonstration	① ② ③ ④ ⑤
• Effective use of trial closes (follow-up to determine where buyer is in decision process)	① ② ③ ④ ⑤
OVERCOMING OBJECTIONS (Eliminate concerns to the buyer's satisfaction)	
• Initially gains better understanding of objection (clarifies or allows buyer to clarify objection)	① ② ③ ④ ⑤
• Effectively answers question or resolves the objection	① ② ③ ④ ⑤
• Confirms that the objection or question is no longer a concern of the buyer	① ② ③ ④ ⑤
CLOSE/SECURE COMMITMENT (Take initiative to understand where you stand with the buyer)	
• Persuasive in presenting a reason to continue the conversation and/or buy	① ② ③ ④ ⑤
• Asked for an appropriate commitment from buyer, given the nature of this particular sales call	① ② ③ ④ ⑤
COMMUNICATION SKILLS	
• Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)	① ② ③ ④ ⑤
• Appropriate non-verbal communication	① ② ③ ④ ⑤
• Verbiage (clear, concise, professional)	① ② ③ ④ ⑤
OVERALL IMPRESSION	
• Salesperson enthusiasm and confidence	① ② ③ ④ ⑤
• Demonstrated product knowledge with confidence	① ② ③ ④ ⑤