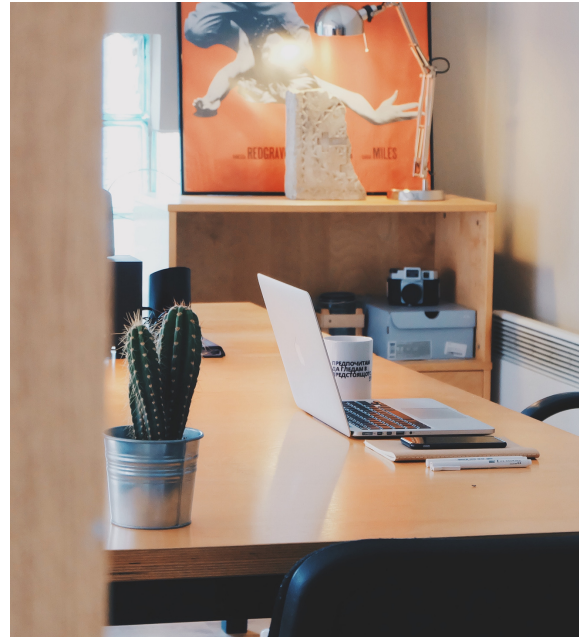


Cold Calling Competition

Goal

You will need to research Apple to prepare for your call. The goal of the call is to schedule a pricing-and-packing call between Sally Hughes, a board of trustees member, and an Account Executive at Apple. Feel free to get creative, using any information you have learned about your product.



Logistics

You will schedule a 10-minute time slot 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 and select the winners. Winners will be announced on CSS social media accounts one week following the competition. Winners will receive their awards via email.

SCORING

In your 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