

First Round Email and Role Play D&H Distributing Case Competition

After doing some research in D&H Distributing's CRM system you found Jordan Harris, Sales Director at Capitol City Computers was a prior customer with D&H a few years back. The most recent order from Capitol City Computers was for 400 Lenovo Chromebooks for other local corporate accounts. You then called Jordan and he would like you to email back to set up a meeting with you about help putting together a bid for a local school district for 2200 Chromebooks. Jordan explained that this would be a big opportunity for their company as they usually only do orders of a few hundred computers for some of Capitol City's commercial accounts. You are aware that many schools purchased laptops for students to help with virtual classes held during COVID-19 which are now in need of a refresh. Further research about Jordan on LinkedIn shows that Capitol City Computers is a Premier Partner with Lenovo. Capitol City Computers' website shows that they have around 15 employees and are in South Central Pennsylvania.

This may be a bigger opportunity than just selling computers as Jordan may need financing for such a large order. Also, there are other services that could save Jordan and her/his team time such as barcoding the computers or putting cases on them. Other services would include imaging the computers for Jordan. Since you are a distributor for Lenovo you want to reach out to Jordan in an email to set up the meeting and agenda, then next steps are visiting face-to-face with her/him.

In your pre-call planning, since this account is new to you, it would be good for a first call to get to know Jordan his/her pain points. Also review with Jordan who D&H Distributing is, in addition to presenting about the bid explore other service opportunities. Your goal is to advance the sale with Jordan, so be sure to formulate some action items that you can leave with to ensure a follow-up call.