



FLORIDA INTERNATIONAL UNIVERSITY

**Global Sales**

**PANTHER SALES  
TOURNAMENT (PST)  
COMPETITOR  
TRAINING  
GUIDE**

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# Sales Process

*Approach / Opening*



*Identification of Needs (Discovery)*



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# Sales Process

## Approach / Opening

### Objective

To effectively gain attention, build rapport and personally *connect* with the buyer.

### Recommended Time

1-2 minutes (Depending on round)

### Possible Ways of Building Rapport

- Complement office location and great clientele base.
- Ask about how business has been doing lately.
- Bring up a person you both know.
- Ask about a previous event or connect to a previous meeting (ex: How was the trade show you attended the other day?)
- Bring up industry research and trends.

#### Do:

- Set the agenda and state the purpose of the meeting.
- Ask questions that will help you connect with the buyer.
- Have list of conversation starters.

#### Don't:

- Go straight into questioning or product presentation. It is important to set the tone and gain the trust of the buyer early on.
- Don't talk about the weather!

# Sales Process

## Identification of Needs

### Objective

To gain a clear understanding of the buyer's situation. You are there to discover pain points and/or opportunities for improvements.

### Recommended Time

5-6 minutes (Depends on round)

### Do's & Don'ts When Asking Questions

#### Do:

- Ask if there is anyone else who would benefit from the meeting.
- Ask SPIN questions (See next page).
- 'Double-click' and make it a dialogue.
- Before product presentation, restate your understanding of issues

#### Don't:

- Present product before asking questions and understanding buyer's needs.
- Make assumptions.
- Make it an interrogation—you are not a detective.
- Bombard with too many questions.

# Important Tips

## Understand the Buyer's Industry

- What industry is the business scenario (buyer) in?
- What do I know about that industry?
- What are some common practices in that industry?
- What are some common problems or challenges facing the industry?
- How can Comcast Spotlight help address these problems or challenges?
- What can targeted advertising do for the buyer?
  - *Can it help the business grow customers and loyalty?*
  - *Can it help improve its reputation and image?*
  - *Can it increase its brand awareness?*
- What types of events or situations are tied to its customers' lives?
- What are the highs/lows of the business (seasonality)?

## Understand the Buyer's Customers

- Your buyer is a person but you are selling your services to a business.
- The business has its customers who buy its products and services.
- Where does the buyer's customers spend their media time?
- What devices and screens do the buyer's customers use?

## Understand the Buyer's Advertising Strategy

- What is the business doing to generate new customers and ultimately sales?
- What is the return on the business' advertising investments?
- How is the business ensuring that it's reaching existing and potential customers? How is the business following its customers? Or does it expect the customers to follow them?

# Sales Process

## SPIN Questioning Technique

SPIN is an effective sequential questioning technique that helps a salesperson uncover the buyer's needs. SPIN stands for Situation, Problem, Implication, and Need Pay-off.

### Situation Questions

Gather facts and information of the current state of the business.

- Who is your ideal target customer? What are the demographics?
- What are some of the reasons your existing customers purchase your product/service?
- How do customers hear about your product/service?
- What advertising approach do you currently use to gain new customers?

### Problem Questions

Explore problems, difficulties, or opportunities in which the seller's product can help solve.

- If your customers aren't aware of your product/service, where would they go to learn about it?
- How satisfied are you with the current advertising approach?

### Implication Questions

Get the customer to feel the pain or identify the opportunity.

- How would not having any new or loyal customers affect your business?
- Can you sustain the business/growth with your current client base?

### Need-Payoff Questions

Get the customer to tell you about the benefits your product could offer.

- How do you feel a new targeted ad campaign could help you?
- If I were to offer you a solution that would solve your current issues, would you be interested?

*It's not the quantity of questions that's important;  
it's the quality of the questions.*

# Sales Process

## Product Presentation

### Objective

To match the product's features & benefits to the buyer's needs and offer solutions to problems and ways to take advantage of opportunities. Solutions remove the pain!

### Do's & Don'ts When Asking Questions

#### Do:

- Use visual aids to help buyer see the value.
- Ask trial closes.
- Do you see how this could help you?
- Anticipate objections and be ready with supporting materials.
- Engage the buyer in the *dialogue*.

#### Don't:

- Present pricing before product is presented.
- Present features that are not valuable to buyer.
- Speak negatively about competitors.
- Talk *at* them.



# Sales Process

## Objection Handling / Closing

### Objective

Eliminate any roadblock that is preventing you from moving forward. If no roadblock, gain the commitment from the buyer.

*NOTE: Objections can happen at any time!*

### Recommended Time

2-3 minutes

### Ways to Ask for the Business

- What's keeping you from taking the next step with us?
- When can we get your team set up?
- I'd love to help you get your sales numbers back up. When can we get started?

#### Do:

- Ask for the buyer's commitment.
- Ask trial closes after each objection (*Is this still a concern?*).
- Quantify benefits (see next page).
- Look for non-verbal and verbal cues

#### Don't:

- Ask for a follow up meeting without asking for the business first.
- Interrupt a buyer while they are sharing objections.
- Assume you have the business without confirming.

# Sample Objections

**"You are too young.... I am not sure if I can do business with you?"**

"Well, thank you for the compliment. I get that a lot from my clients. However, my management would not allow me to be in the field if it didn't think I was prepared. I have been through extensive training which has given me the tools to help my clients solve their problems."

**"This is way too expensive. Considering that my sales are flat, I am going to have a really hard time justifying this expense."**

"I understand that it may be hard to justify this expense to your boss. However, you will be benefiting in the long run. You are currently missing out on an opportunity to attract your target consumers. By using our services, you will be able to increase your brand awareness, in your immediate backyard with viewers who are more likely to use your product. Don't you think targeting these customers can increase your brand awareness? Can you afford not to?" *SHOW \$\$\$*

## Other Sample Objections

- My friend works at Television station XXXX, and he can get me a great deal.
- It has been 10 minutes and I have not seen any value.
- I once met with a Comcast Spotlight representative and I did
- not have a very good experience.
- This just seems way too expensive for my business.

# Your Product

*You will be selling*

COMCAST  
SPOTLIGHT®

## *Who is Comcast Spotlight?*

*Comcast Spotlight* harnesses the power of premium video and advanced analytics to bring brands and audiences together. As the advertising sales division of *Comcast Cable*, we deliver traditional television and premium digital video advertising to help you influence the right viewers.

We combine audience targeting capabilities with valuable data and high-quality content, enabling you to reach audiences that are highly engaged and receptive to your message. Rounding out our offerings are in-house creative services to help craft your message and campaign.

By combining these complementary tools and capabilities in a single end-to-end approach, we provide you with one comprehensive destination for TV and digital advertising, helping you launch the most streamlined and effective ad campaign possible.

**Visit the website at:**

**<https://www.comcastspotlight.com/markets/miami>**

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# Pricing

Zone	Number of Networks	Number of Spots	Total Monthly Investment
South Dade	18	180	\$3,500
Coral Gables	18	180	\$3,500
Kendall Perrine	18	180	\$3,500
Davie	18	180	\$3,500
Miami Beach	18	180	\$3,500
Homestead	18	180	\$3,500

## Guidelines

- Do not offer any discounts. Prices have already been reduced.
- 30 Day Credit is available for those businesses who qualify.
- Commercial Production cost is included.

# Tips on Selling

## *Comcast Spotlight*

- Concentrate on who the business is trying to reach, i.e. the ultimate consumer.
- Quantify the benefits by asking questions such as:
  - How much of your current advertising reaches the area your target customers come from?
  - What type of person are you looking for? Age? Income level?
  - How do people find out about your product?
- DO NOT present any features until you ask the buyer questions and understand their current state.
- Don't give up too easily and rush for a next appointment. If the buyer doesn't see value, they'll say no.
- Ask for the business. Do not settle for a next appointment unless they have told you they need another meeting.
- Talk about cable TV shows to get the buyer excited (do not talk about broadcast shows or premium networks with no commercials).

# Tool Kit

- Comcast Spotlight Product Overview
- Comcast Spotlight Website:  
<https://www.comcastspotlight.com/ad-solutions>
  - Watch videos
  - Access customer stories
  - Use the demo on how solutions are determined
- Pricing Sheet
- Prepare your own TOOL KIT:
  - Use testimonials and success stories. Share how you have impacted other businesses.
  - Bring a contract that can be used when asking for the business.
  - Have charts and visual tools to present VALUE.
  - Use resources from the website.
- Be prepared for surprises and adapt to them

*Use whatever you think will  
give you a competitive edge!*

# Guidelines and Rules

- Bring Panther ID. You will need it to check-in for the various events.
- Bring your resume and/or business card and have copies available.
- All rounds are between 10-20 minutes each. Read the *Seller Roles* for each round to determine how much time you have.
- Read the Guidelines and Checklist for Competitors.
- On the day of the competition, all competitors must:
  - Dress in business professional attire and be properly groomed.
  - Be present in the holding room 15minutes prior to the assigned time.
  - Follow instructions provided by Volunteer/Room Proctor.
  - Turn off cell phones.
  - Behave in an ethical and respectful manner.
- Competitors are not allowed to use their phones once in the holding areas. Failure to follow this rule can result in elimination from the competition.
- Feel free to make an appointment at the Global Sales Lab and record yourself.
- Reach out to your Coaches or others if you need help or want to practice.
- Watch videos from last semester.

*Check out the PST website:*

*<http://fiuglobalsales.com/>*

*Enjoy Yourself and Have Fun!*

*GOOD LUCK!*



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