

## CASE STUDY CHALLENGE *SELLING*

### EVENT SITUATION

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You are to assume the role of Operations Manager for Sparkle Clean, a cleaning service that serves local businesses in your community. Sparkle Clean is a family owned business that has served the community for 30+ years. Sparkle Clean has built a client base that includes both large and small businesses and is well known for their commitment to being client centered. Like all businesses, your clients have been affected by the coronavirus. The Centers for Disease Control and Prevention continues to respond to outbreaks of respiratory disease caused by the coronavirus. While the virus is termed coronavirus, the sickness that results after infection has been termed COVID-19. COVID-19 has now been declared a pandemic, which is a global outbreak of a disease.

As the Operations Manager you want to present a sales tool to the owner of Sparkle Clean to offer a special COVID Cleaning Service as an upcharge to your current cleaning services. Sparkle Clean is uniquely prepared during this unprecedented time to clean and disinfect business clients according to the protocols set forth by the CDC. You are prepared to train all staff to perform a proactive cleanup that involves facility or structure cleaning and disinfection, to include cleaning of porous and non-porous surfaces, disinfection of equipment, tools, and/or supplies and disposal of waste. The CDC encourages cleaning of high-touch surfaces such as counters, tabletops, doorknobs, light switches, bathroom fixtures, toilets, phones, keyboards, tablets and tables.

The sales tool you develop along with your presentation to the owner should provide them with enough information to decide about offering a COVID Cleaning Service as an add on upcharge to their current cleaning services.

#### **Items to include in your solution:**

- Explain the importance of adhering to health and safety regulations to support a safe work environment
  - PI: Describe health and safety regulations in business (OP:004) (PQ)
- Discuss the importance of maintaining customer service during the pandemic and opportunity that exists to build clientele
  - PI: Explain the role of customer service as a component of selling relationships (SE:076) (CS)
- Explain the sales tool you would use to sell the upcharge service to customers
  - PI: Discuss motivational theories that impact buying behavior (SE:359) (SP)
- Describe information needed to be included in your sales tool
  - PI: Analyze product information to identify product features and benefits (SE:109) (SP)

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SELLING

JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Describe health and safety regulations to support safe work environment?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Analyze product information to identify product features and benefits?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
<b>TOTAL SCORE</b>						