

Seller Role

MAR 4400 Practice Role Play



Planet Mundo Fit

Background

You are a recently hired Account Executive for Comcast Spotlight. You have just completed your three-month orientation and training and have been working with your Sales Manager, Marty Thomson, to identify the first set of leads that you will pursue to show what you've learned. You are excited about helping businesses in the South Florida area grow and expand, which in turn, helps the local economy.

In your senior year of college, you joined the FIU Sales Society and met several companies, many offering job opportunities in areas appealing to you. Before graduating with a major in Advertising, Comcast Spotlight offered you a position as Account Executive and you decided to take it. It was a tough decision because you are originally from Tampa and had plans to move back. Your friends at the gym helped you walk through the decision-making process.



When Marty asked you if you'd like to focus on the health & fitness industry, you were thrilled! You are an avid runner that uses strength training and yoga to help you reach your fitness goals. Your first lead is **Planet Mundo Fit**.

The Current Situation

Planet Mundo Fit is a new boutique fitness studio based in Coral Gables, Florida. **Planet Mundo Fit** offers two signature programs (monthly and weekly) in a night club-like environment that features a state-of-the art sound and television system. In doing some research on the company's website, you found that the goal for **Planet Mundo Fit** is to help its clients reveal a new, more beautiful version of themselves while transforming the workout experience!

Last week, you got through on the phone to the **founder, Ellie Cabrera**, to ask for an appointment to explore ways in which Comcast Spotlight could help the business achieve its goal in a growing industry. You were finally able to secure a 10-minute appointment at the fitness facility. During your phone call, what really got Ellie excited was when you provided industry statistics: the industry for personal trainers projects annual revenues of \$7.3 billion, growing at an annual rate of 0.2%, while yoga & Pilates¹ studios represent a \$9 billion industry. To Ellie, this means opportunity!

The Sales Call

In preparation for your meeting, you collect demographic market research data on the zip codes closest to **Planet Mundo Fit's** facility. You don't know much about the business' current advertising strategies or marketing efforts so you develop some questions that will aid you in discovering any problems or opportunities for growth for **Planet Mundo Fit**.

Your sales call goal is to get a better understanding of the current situation at **Planet Mundo Fit** and gain commitment from Ellie to move forward with the sales process. You should be prepared to provide a general value proposition and pricing, then gain agreement for a follow-up meeting to present detailed advertising solutions that will help **Planet Mundo Fit** be more successful in growing its client base. **You are not to offer any free trials or discounts.**

¹ For information about Pilates, see <http://www.pilates.com/BBAPP/V/pilates/professionals/studios.html>

Pricing

| Zone | Number of Networks | Number of Spots (Commercials) | 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 for payment is available for those businesses who qualify.
 - Commercial Production cost is included.

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