

# UW-Whitewater AMA Regional Conference 2024

## *Gartner Virtual Sales Competition*

### Key Details

**Role Play Format:** Virtual—After you sign up for this competition, you will be assigned a room and time slot. We will then send you a WebEx link for your assigned room. Please join the virtual room 10 minutes before your assigned time slot. Once you join, you will be in the waiting lobby. The door monitor will let you in once the Buyer and Judges are ready. We will know you are in the waiting lobby, so please be patient if there are any delays.

**Role Play Time Limit:** Round 1 – 8 minutes & Round 2 (Finals) – 10 minutes

## Round 1 Scenario

### Your Role

You have been on the Gartner sales team for a little over a year and have been cold-calling into mid-size technology companies. You recently saw your prospect, SmartDoc\*, mentioned in an article about up-and-coming healthcare startups, which prompted you to do more research and schedule a sales call.

You have been trying to connect with Randy Smith, CEO, via phone and email. Randy finally accepted your invitation to connect on LinkedIn last week and suggested you meet with the Chief Marketing Officer, Blake Miller. Randy was impressed that you saw the news article mentioning SmartDoc but did not provide any other information. The news article stated that SmartDoc would bring “innovation and future thinking” to the healthcare data industry.

### The Sales Call (Round 1)

You have secured an **8-minute virtual** appointment with Blake Miller, the CMO of SmartDoc. Your goals for this meeting are:

- 1) Introduce yourself and build rapport
- 2) Uncover buyer needs and goals
- 3) Determine decision-making process
- 4) Align Gartner High Tech Leader License’s product benefits with buyer needs
- 5) Secure meeting with the decision maker to present product and pricing

**Round 2 (Finals) will follow the same scenario, with two extra minutes (a total of 10 minutes). You will need to present pricing in round 2.**

## Prospect Research

Your research efforts uncovered the following information regarding SmartDoc.

Revenues: \$60M

Employees: 22

HQ: Kansas City, MO

Founded: 2019

CEO: Randy Smith

Chief Marketing Officer: Blake Miller

Founded in 2019, SmartDoc entered the market after frustrations with sharing medical records from provider to provider. SmartDoc launched its ChartTracker product in 2019, and it was well received. However, with the pandemic significantly impacting healthcare for the past few years, SmartDoc has not released new products or grown significantly. SmartDoc's vision is to create a world where sensitive patient data is kept safe and secure but always in the hands of the doctors who need it.

## **Background Research on Blake Miller (Source: LinkedIn)**

**Blake Miller:** Experienced business executive with experience leading company-wide sales, strategy, marketing, and customer success

<b>Experience:</b> <b>SmartDoc– 2019-present</b> Chief Marketing Officer <b>Johnson &amp; Johnson- 2009-2019</b> Account executive (2009-2010) Marketing analyst (2010-2013) Sr. Manager – Brand (2013-2014) Director, Marketing (2014-2019)	<b>Education:</b> James Madison University, BS Bus. Administration, Marketing <b>Volunteer Experience</b> Board member – Little Brothers, Little Sisters
---	--

## What is a High Tech Provider?

A “High Tech Provider” client is an organization that makes and sells technology or technology services. Examples of high-tech providers include Google, RedHat, and Salesforce.

## What is Gartner for High Tech Providers?

**Gartner for High Tech Providers** provides tech leaders and their teams with indispensable insights, guidance and tools to make product and go-to-market decisions and execute to achieve critical growth priorities.

- **Build and Execute a Go-to-Market Plan:** Deep buyer, and role-centric insights to accelerate customer acquisition and retention plans.
- **Drive Product Differentiation:** Differentiate offerings to better serve clients and stand out from the competition.

**RESTRICTED DISTRIBUTION**

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**



University of Wisconsin  
**Whitewater**

College of Business and Economics  
Department of Marketing

- **Place The Right Growth Bets:** Make informed choices to effectively prioritize growth opportunities.

### **Product Information (What you are selling)**

*Gartner for High Tech Leaders* is offered through a three-year License and consists of three components:

- 1) Gartner Research
- 2) Analyst Enquiry
- 3) ONE conference ticket

See additional details below:

## **Gartner for High Tech Providers Product Deliverables**

### 1) **Gartner Research – Key Benefits**



### **Learn From Research and Tools**

**Actionable, objective insights** move your business forward with a clear picture of growth opportunities. Leverage rich insights to execute go-to-market plans.

---

Unmetered access to Gartner research covering **customer, competitor, market and technology insights** via MyGartner web portal.

---

Leverage **data driven tools** to assess your organizations progress against key benchmarks and internal KPIs.

**RESTRICTED DISTRIBUTION**

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**



University of Wisconsin  
**Whitewater**

College of Business and Economics  
Department of Marketing

## 2) Gartner Analyst Enquiry– Key Benefits



### Engage through Analyst Inquiry

Our global team of **2,150+ research and advisory experts** helps you advance your **mission-critical priorities** through industry-leading insights and guidance.

Ask questions about our research, review important documents such as board presentations and proposals, or to **diagnose your business challenges**.

## 3) Gartner Conferences– Key Benefits



### Network at Gartner Conferences

Connect with peers on your mission - critical priorities. Collaborate to accelerate, validate and **solidify your strategy and enable faster, smarter decisions**.

Speak with an expert at a Gartner conference to **receive personalized advice** tailored to your specific priorities and initiatives.

Attend a Gartner **virtual or in-person conference** to immerse yourself in discussion and leave with the right tools to turn strategy into successful execution.

RESTRICTED DISTRIBUTION

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**



University of Wisconsin  
**Whitewater**

College of Business and Economics  
Department of Marketing

## Gartner Company Highlights

# Get to know Gartner

**\$5.5B**  
in revenues in 2022

**S&P 500**  
member since 2017

**19,500+**  
associates globally

**80+**  
offices around  
the world

**95**  
self-identified  
nationalities in  
40 countries  
and territories

**Gartner has a long track record of double-digit growth.**

## CMO profile

### Chief Marketing Officer (CMO)

Chief Marketing Officers of High Tech Vendors are responsible for making the strategic marketing decisions for the organization. The purpose of this is to increase revenue and profits by growing the customer base, driving engagement and retention; as well as leading go-to-market, and communications strategies.

**Roles Important to My Success:** Chief Executive Officer (CEO), Chief Product Officer (CPO), Chief Sales Officer (CSO)



#### Top 3 Priorities & Key Challenges

<b>1</b>	<b>Identify and acquire new customers</b>	<b>Expand Beyond Current Customers to Grow:</b> To continue rapid growth, high tech CMO's must identify and acquire new customers. CMO's need Gartner resources to make sound customer acquisition decisions.
<b>2</b>	<b>Build and execute an effective Go-To-Market Strategy</b>	<b>Build awareness and demand to Serve Current and Future Clients:</b> An effective Go-To-Market strategy that builds awareness and demand is essential for a rapid growth emerging tech company. CMOs must work with product and sales leaders to ensure that the messaging of the solution meets the needs of both current clients and future customers.
<b>3</b>	<b>Establish and execute a market expansion strategy</b>	<b>Expand beyond current markets (geographic and vertical) to grow:</b> Continued growth for high tech companies is often contingent upon scalability and expansion. CMO's need Gartner resources to understand <i>where</i> the need for their solution is in the market in efforts to expand.



#### Primary Responsibilities

- Marketing and Sales vision
- Brand awareness and demand generation
- Messaging & Positioning
- Market expansion and scalability



#### Success Criteria/Key Metrics

- Revenue growth rates
- Client-base growth and retention
- Market share increase
- Profitability
- Brand recognition
- Customer satisfaction and success

**Similar Titles:** VP of Marketing, Director of Marketing, Marketing Director

RESTRICTED DISTRIBUTION

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**



University of Wisconsin  
**Whitewater**

College of Business and Economics  
Department of Marketing

## Product Pricing (No need to discuss in detail in Round 1)

Leader License	• Gartner Research • Analyst Inquiry • 1 Conference Ticket		
	Year 1	Year 2	Year 3
Full Package	50K	52K	54K

**\*Note: This pricing was created for the 2024 UWW AMA regional conference use only and does not reflect actual Gartner offerings or pricing**

---

### Links to additional materials:

- 1) [More details about Gartner Research](#)
- 2) [More details about Analyst Enquiry](#)
- 3) [More details about Gartner Conferences](#)

### Potential Objections

- I can find a research like this on the internet for free.
- I'm too busy, can you just send an email with these details?
- The price is too high, I can hire a consultant for that price.
- I talk to vendors and other acquaintances in the industry to find out what the latest technologies are and how they implemented them
- I don't want a three year contract, I just want to buy it for this one project.

**RESTRICTED DISTRIBUTION**

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**



University of Wisconsin  
**Whitewater**

College of Business and Economics  
Department of Marketing

# Judging Rubric

## **Introduction/Building Rapport: 10 points**

- Captured the customer's attention
- Appropriate tone
- Made it conversational
- Built a connection.

## **Gartner Pitch: 10 points**

- Who you are
- Purpose of the call
- A brief elevator pitch

## **Determine Decision Process: 10 points**

- Explain the objective of the call
- Uncover the decision-making process and who needs to be involved

## **Explore Needs/Presenting Solutions: 30 points.**

- Utilize open-ended questions to assess the customer's situation
- Ask probing questions to encourage customers to open up and uncover their position needs and challenges.
- Presented appropriate product information to meet needs uncovered
- Demonstrated "fit" between the prospect concerns and the product solutions
- Used trial closes to gauge interest and "buy-in"

## **Closing the call and getting the appointment: 25 points**

- Respond to stalls/objections thoughtfully and clearly by re-stating the objection and handling it effectively
- Gaining agreement to make a follow-up call with the decision maker, with a specific date and time to call back)

## **OVERALL 15 points**

- Professional in dress, demeanor, and manner
- Verbal communication (voice volume and pace)
- Listening skills
- Non-verbal (eye contact, mannerisms, presence)
- Flow (logical and natural flow to the meet
- Utilized materials, visuals, or other means to present the product

**RESTRICTED DISTRIBUTION**

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**



University of Wisconsin  
**Whitewater**

College of Business and Economics  
Department of Marketing