



***Selling with the Bulls: Club Championship Spring 2021***

*March 31, April 1, and April 5, 2021*

*Cintas Facility Services Representative*

In this competition you will be an account manager for Cintas Facility Services. You will be calling on the procurement manager for Williams Automotive.

This competition includes four events: networking, prospecting, discovery meeting, and sales meeting. The networking event will take place on Thursday evening, April 1<sup>st</sup>. Round 1 of the role plays is a combination of email prospecting and a discovery call. The prospecting email prework is due at 11:59p on March 31, 2021 and the Discovery Meeting Role Play is on Monday evening April 5<sup>th</sup> at 5:00p. The Sales Meeting role play will take place on Monday evening April 5<sup>th</sup> as well. All competitors compete in all rounds and activities.

**Dates and Events**

<b>Due</b>	<b>Event</b>
Wednesday 3/31/21 at 11:59p	Prospecting Email: Round 1
Thursday 4/1/2021 evening	Networking Event
Monday 4/5/2021 evening	Live Role Play Discovery Meeting with Email Points Added: Round 1
Monday 4/5/2021 evening	Live Role Play Sales Meeting: Round 2
Monday 2/5/2021 evening	Awards

## CINTAS

**Cintas Corporation** (Nasdaq: CTAS) helps more than one million businesses of all types and sizes get **Ready™** to open their doors with confidence every day by providing a wide range of products and services that enhance its customers' image and help keep their facilities and employees clean, safe and looking their best. With products and services including uniforms, floor care, restroom supplies, first aid and safety products, fire extinguishers and testing, and safety and compliance training, Cintas helps customers get **Ready for the Workday™**.

Headquartered in Cincinnati, Cintas is a publicly held company traded over the Nasdaq Global Select Market under the symbol CTAS and is a component of both the Standard & Poor's 500 Index and the Nasdaq-100 Index.

Cintas has been delivering proactive knowledge and caring service for more than 85 years to companies of all types and sizes. Over the years Cintas has generated an impressive list of distinctions. The following items are noted from the Cintas web site.

- **Our Products** – We're constantly recreating our industry with innovative, exciting products. Our retail inspired rental collections were designed to mirror what people choose to wear at home. High image apparel like our wrinkle free shirt and Performance Polo brings a more professional look to front-line workers. And our women's apparel features styles and sizes that are designed to be the perfect fit for the 50% of the workforce who are female.
- **Our People** – Since 1929, when "Doc" Farmer began his family business, a key to our success has been a culture that encourages meaningful, respectful relationships between the company and our employee-partners and the commitment to always do what is right. This spirit of teamwork, camaraderie and trust is evident in each of our over 30,000 employee-partners at Cintas, who collectively serve more than 900,000 businesses and help 5,000,000 workers get ready for their workday.
- **Our Innovations** – Breakthrough processes like our TruCount system, ensures 100% accountability for every garment. We also lead the industry in garment development, including the industry's first wrinkle-free rental shirt.
- **Our Partnerships** – We're proud to have partnerships with some of the best apparel brands in the world. For example, Cintas is the exclusive provider of Carhartt rental work apparel, the most durable and respected brand in workwear.
- **Our Reputation** – Cintas is proud to be recognized for our commitment to our customers. We were included in Forbes magazine's 2014 list of "100 Most Trustworthy Companies in America", while being named one of Fortune magazine's "World's Most Admired Companies", for nine of the last ten years, including 2015. And that is just a few of the many recognitions we have received over the last 85+ years of serving our customers.

Cintas' offerings are categorized into eight groups.

- **Facility Services:** Cintas Facility Services offers a variety of solutions to help improve a business image and keep everyone safe. Offerings include: Mat Service, Restroom Cleaning, Microfiber Cleaning, Mop Services, Restroom Supplies, Chemical Services, Towel Services, Parts Cleaner, and Coil Cleaning.

- **Uniforms and Apparel:** Clothing rental options are diverse and include: Chef Works, Work Shirts, Work Pants, Outerwear, Carhartt, Women’s Garments, Cleanroom and Flame-Resistant Clothing.
- **First Aid and Safety:** First Aid & Safety solutions help keep employees and the workplace safe with a variety of products and services. Services and products include AEDs and Emergency, Office Water Cooler, First Aid Supplies, Eyewash Stations, Compliance Training
- **Fire Protection:** Cintas provides cutting-edge technology, detailed processes, trained technicians, and a money back guarantee related to Fire Protection. Offerings include: Fire Sprinkler Systems, Fire Alarm Monitoring, Fire Alarm Panels, Kitchen Suppression, Fire Extinguisher Inspection, Fire Extinguisher Training, Value Inspection Program, Emergency and Exit Lights, Hazard Suppression.
- **Compliance and Training:** Companies can mix and any combination of Instructor-Led, Online, and DVD-Packaged Programs to meet company needs.
- **Flame Resistant Clothing:** Over half a million wearers choose flame-resistant clothing from Cintas. Clothing options include: Carhartt FR, Pants, Coveralls, Lab Coats, Flash Fire, Shirts, Jackets, E-Vis/Hi-Vis FRC, Electric Arc Flash, Molten Metal Splash
- **Restroom and Hygiene Solutions:** 95% of consumers surveyed said they would avoid an establishment in the future if they found the restroom to be dirty. Restroom and Hygiene Solutions include: Restroom Cleaning, Cleaning Chemicals, Mop Services, Restroom Supplies, Microfiber Cleaning, and Coil Cleaning.

## **FACILITY SERVICES**

Facility Services offers a variety of solutions to help improve a business’s image and keep everyone safe. Offerings include: Mat Service, Restroom Cleaning, Microfiber Cleaning, Mop Services, Restroom Supplies, Chemical Services, Towel Services, Parts Cleaner, and Coil Cleaning.

According to the Cintas Web Site:

- Cintas Mat Service enhances vibrancy and clarity with 50% more resolution. First impressions start at the front door. Build a positive brand image with the high-quality resolution of the Cintas Photo floor mat. While engaging customers with its vivid clarity, this mat also works hard to capture dirt, water, and debris, keeping your business Ready™ every day.
- Cintas revolutionary cleaning chemical service will simplify your operation so you can focus on what you do best — running your business. With Cintas and Signet cleaning chemical service you will always have cleaning chemicals in stock without having to carry inventory. It will save you time and money. We use Green Seal Certified products as an important part of our Signet product offering.
- Cintas research found that 95% of consumers surveyed said they would avoid an establishment in the future if the found the restroom to be dirty and 86% of customers surveyed would not return to a store if the floors were considered unclean.

Whether they are being used to clean automotive parts or restaurant counters, towels and wipers are relied on frequently during the workday. But that does not mean managing them has to take up your day. With industry-leading Towel and Wiper Service from Cintas, you will always have high-

quality wiping products on hand exactly when you need them...without the distraction of laundering, ordering, stocking, and storing. Plus, by having fresh towels and disposable wipers routinely delivered to your facility, you will not have to worry about upfront inventory investment — and you can rest assured that we will customize your program to fit your cleaning habits.

### **YOUR PROSPECT'S OVERVIEW: SAM SMITH**

Sam Smith is the procurement manager of Williams Automotive Group. Car sales have changed a lot over the years with continuously increasing customer service expectations and car technology becoming a major selling point for both new car sales and service. Yet, the personal experience of visiting a dealer to test drive and then return for service are exceptionally important parts of the business. With all the competing car brands and fulfillment options available for car sales and service, providing prospective customers and returning customers excellent service with a consistent brand experience is crucial. But costs are also important as every dollar is precious to support advertising and operations.

Sam is an industry veteran and knows the car industry inside and out. Sam has worked in the car business since graduating from college. The procurement job is critical to ensuring profitability. Not enough inventory in parts and material and customers must wait too long for services. Not enough and dollars are tied up in inventory that could have been used for customer acquisition.

## **WILLIAMS AUTOMOTIVE GROUP**

One of the most important things that brought Sam to Williams Automotive is the lived core values of the firm. The Williams Automotive Group mission statement is "Building relationships that Last". The mission statement is demonstrated in all departments and across the group's multiple dealerships.

- Community involvement is part of the firm's culture to give, not just monetarily but also with time, working hand-in-hand with the organizations. The group is also focused on building team growth and opportunity through the way it recruits, retains, rewards, and recognizes talented team members at Williams Automotive Group.
- Performance through continuous improvement is core the group and evidenced by results. The team is never satisfied and is constantly striving for improvement.
- Focusing on the strengthening customer relationships is most evident in the group's Sales and Service Retention and CSI scores. The firm believes the best customer is not just the one who buys but is also the one who advocates in social media and via word of mouth.
- A never-ending passion for the brand is the final Core Value. Through training and experience, Williams Automotive ensures each associate at each dealership brings this passion to life when interacting with customers and potential customers.

### **SCENARIO:**

You are a Cintas Facility Services Sales Representative and Williams Automotive Group is in your territory. You have identified Williams Automotive as a target.

### **CHARACTERS:**

- Cintas Facility Services Representative
- Sam Smith, Williams Automotive Group Procurement Manager

### **ROUND 1: Overview**

You have no history with Sam Smith and are attempting to secure a meeting to discuss Williams Automotive's facility needs.

As part of Round 1 you will send Sam an email.

### **ROUND 1, PART 1: PROSPECTING EMAIL (Due: Wednesday 3/31/2021 at 11:59p)**

You are sending Sam Smith an email seeking to secure a meeting to discuss Williams Automotive Group's facility needs.

Send your email to [SellingWiththeBulls@usf.edu](mailto:SellingWiththeBulls@usf.edu) by 11:59pm Wednesday 3/31/2021.

At the conclusion of your email include a separate line that includes your competitor number. Separate this as a separate line after the email close. "Competitor Number: <insert your number>" Your competitor number will be distributed by the USF Professional Sales Club.

**ROUND 1, Part 2: DISCOVERY MEETING (Live Role Play on Monday 4/5/2021 evening) 10 minutes.**

Sam Smith responded to your email and booked a meeting. This is that meeting.

The goal of this meeting is:

- To develop an understanding of Sam Smith’s and Williams Automotive Group’s present situation along with their interest level in contracting with Cintas.
- To determine the timing on Sam Smith’s plans to make decisions and the associated project timelines.
- To understand Sam Smith’s ideal state and how Cintas can help achieve that state.
- To explain what current Cintas clients are experiencing and validate that similar results would meet the Sam Smith’s needs.
- Close on having Sam Smith agree to a meeting where you will present a solution to address Sam Smith’s needs.

Note: To ease the role play logistics the phone connection will already be established when you begin the role play. The role play will begin when you (the seller) say hello.

**EXAMPLE OBJECTIONS: Round 1**

- Sam does not have time to talk.
- Sam already has vendors for all these things.
- Sam does not need more vendors.

**ROUND 2: SALES MEETING (Live Role Play on Monday 4/5/2021 evening) 15 minutes.**

The goal of this meeting is to:

- Explore the problems that are prompting Sam to consider purchasing Cintas services.
- Close on a Cintas agreement.

**Enterprise Contract Pricing (requires at least 2 locations)**

Product	Per Location Pricing for Enterprise Contracts
Mat Service	\$10.00 per month (\$5.00 per mat)
Chemical Cleaning Service	\$35.00 per month (\$1.00 per unit)
Restroom Cleaning Services	\$150 per month
Towel Service	\$75 per month (\$0.25 per towel)

**EXAMPLE OBJECTIONS: Round 2**

- Sam does not want to be locked into a contract.
- Sam does not understand how Cintas can save Williams Automotive Group money.