



English Role Play

Seller's Guide

Global Bilingual Sales Competition
Florida International University

Round 1

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Seller Information

You are an account executive at HubSpot supporting the growth of small, medium, and large businesses in scaling their digital marketing, sales, and customer success strategies.

You received an inbound lead notification from a business named **GrowCrops Corp**. You learn that Jo Smith, Director of Operations, recently signed up for the 14-day free trial of HubSpot's Marketing Hub Professional. Jo requested that a HubSpot account executive contact them to help them learn more about the HubSpot platform, so you gave Jo a call.

When you called, Jo was not in the office, but you left a VM. You received an invitation to meet with Jo on Friday through Zoom to have an introduction and understand their needs.

From your research of **GrowCrops Corp**, you uncovered the following information:

- GrowCrops Corp > Privately Owned
- SaaS platform for agriculture industry, focusing on large farm owners
- Uses analytics and AI to manage crop timing and placement
- Based in Wisconsin
- Founded in 2012 by two brothers, gained traction in 2019
- Currently it has 50+ large strategic customers

Seller's Goals

Your goal during your 15-minute Zoom meeting is the following:

- Get to know Jo and the GrowCrops Corp.
- Gather information to discover their goals, needs and interest in HubSpot.
- If interested, secure a second meeting to present a proposal and continue engaging the prospect.

