

Royal corporation case analysis report



Product Royal Reproduction Center – Routine reproduction jobs – High quality copying – Duplicating and printing – Microfilming – Color copying – Producing overhead transparencies – User – Head Of Mid-level employees Service Royal 750 Color Copier – Enlarging& reducing advertising slides – Straight duplication – Printing presentations for advertising plans – User with technical know-ho – Senior management Corporate Copy Center – Microfilming, sorting, collating – binding, covering – High volume copying – Purchasing Head Operations Head – Technical Head 2.

What are the benefits to the user of each of these three product/services?

Royal Reproduction Centre Royal 750 color copier Corporate Copy Centre
 Quick turnaround service Quick color copying Customized equipment No overhead costs High quality Free supplies and paper No fixed investment on equipment Cost savings in comparison to printing services No labor costs Customized and specialized service Easy editing Guaranteed output Free material Experimentation with copies Roper management No labor cost Ease of operation No waste Savings in the long term Customized program

Trained personnel 3. Examine Mary Jones’ efforts at Acme Computers, Backdoor Publishing and General Hospital.

What are the similarities of each of these situations? Mary Joneses effort at Acme Pre-Approach: Spent several hours studying Acme’s present reproduction costs Approach: Meeting: – She got the meeting with the client scheduled at 9: 00 a. M. – But she was late by 10 minutes which made her uncomfortable – Meeting with Betty in the lobby made her frustrating

Interest Statement: – She greeted and started the conversation about the previous meeting and the ICC in brief Presentation:

She gave the proposal to Betty in which she had little interest Need

Identification: There was no questioning to identify the current needs and no pre- commitment was obtained Handling Objections: White raised objections

1) expensive 2) outsiders doing the printing Jones skipped the question

instead of handling the objections and focused on other features and

benefits Follow-up: White showed little interest and wrapped up the meeting

Mary Joneses effort at Acme by 10 minutes which made her uncomfortable –

Meeting with Betty in the lobby made her frustrating Interest Statement:

White raised objections : 1) expensive 2) outsiders doing the printing Jones

Mary Joneses effort at General Hospital Approach: Meeting started as

scheduled Jones was surprised to find V. P.

F Operations, Director of Accounting & Chairman Of the Board there as she

didn't make sure who will be attending the meeting Presentation: She

presented about the merits of the ICC and the financial calculations

generated for General Hospital Need Identification/ Handling Objections:

Concerns were raised regarding – Outsider Employment: issue of

Confidentiality – Loss of Employment: Skilled, efficient and loyal employees;

one was a elating of Chairman of the Board Addressing the needs: – Jones

emphasized about the efficiency of the new equipment and was not able to

justify their concern regarding loss of employment; She rather felt ill Closing

the Sale: When they were about the make the decision she tried to buy some

more time but in vain Handing objections: The team preferred employee

relations over an unproven program even though it provided cost savings Jones tried to get a commitment about buying the ICC in case of those two employees leaving the company but got none Implementation/Follow up:

Even though the deal was rejected, Jones offered to visit the office for other related works and left the place Sales Process Us Mary of Similarities

Approach – Appointment were fixed – No interest statements were made

Presentation – Features and Benefits were Explained for General Hospitals –

No evidence was provided in any Of the three cases – Clients agreed that the product might be useful Need Identification – All three clients had money and

Authority; but did not have desire to buy the ICC – Questioning to identify the

needs did not happen Closing The Sale – All the three meetings ended with a

“ No” No appointment for further meetings were done Handing Objections –

Root cause analysis for handing the objects was not done – Issues raised

were not addressed properly 4. Should Mary Jones directly contact Tom Perry

of Backdoor Publishing? Why or why not? This is one of Joneses best

accounts.

However, Joe Smith, Director seemed to have some problem with Jones. Joe

Smith not very interested in ICC.

Not keep on listening to her calculations in detail. Tom Perry, UP Corporate

Facilities had shown some interest. Although Joe has sent a mail to Tom

Perry, Jones should contact Tom Perry directly. If she doesn't contact Tom

directly, there is no chance she'll close a ICC deal in the near future with

Backdoor. She should convey to Tom in her mail that she would like to

discuss about the ICC program which he was interested in.

She should also convey the fact that Joe was quite busy and did not have the time to review her calculations. 5. Evaluate the General Hospital proposal.

The General Hospital proposal did not take into account the decision making process. “ General Hospital Copying Objectives” more like “ ICC benefits” does not seem to be based on research.

It does not take into account consideration for existing staff. Even though it is a repeated objection by prospects, no clear justification prepared. 6. What could Mary Jones have done differently to sell the ICC to General Hospital? The benefit calculation was also in doubt. The rate of hospital expenses in future might be excessive.

The values were not discounted to present values. The cost of supplies to hospital with ICC were calculated to grow at the same rate as increase in fixed rate of Royal ICC.