



2025 ACSC Sales Role Play

Sales Role Play Scenario: (Names of companies and colleges are real, but the information provided is fictitious and made up for sales competition role play only)

You have been a Canon Sales Representative for about two years. You have been assigned private universities with enrollments under 2,000 students and tuition above \$20,000. In your research, you stumbled on an interesting CBS News article titled, “U.S. Colleges Slashing Programs to Cut Costs”. “Interesting,” you blurt out. One of your colleagues overhears you - and quickly asks, “What’s up?” You tell him about the article, and he immediately vents about his alma mater – Mount St. Mary College in New York – and how they are looking for innovative ways to save money and improve security. You conduct quick research into the college, and here is what you find:

Mount St. Mary College (MSMC) is a private college with an enrollment of approximately 1,750 undergraduate students, tuition approaching \$24,000 a year, and while they are a private college with their own responsibility for IT resources and procurement, they still follow the state’s guidelines for budgeting and operations. MSMC has chosen to use the Higher Education Community Vendor Assessment Tool (HECVAT) toolkit which is a questionnaire tool intended to help higher education institutions assess their vendor risk. And finally... “Oh my gosh...!” you come across an article, “*Higher Ed Dive*,” that highlights MSMC was recently downgraded by Fitch mainly due to a recent cyberattack: <https://shorturl.at/6laih>. “This is something I need to look into,” you think to yourself.

You called the college and asked who would be best to speak with regarding copy printers, etc. You were told to try Cary Nicholas over in the procurement department. You called, and Cary was quiet, but receptive. He/She said it is his/her job to do the upfront due diligence on purchases - but - then makes the appropriate recommendations to the correct administrative decision-maker(s). Due to your products naturally having a security and privacy component with better cost accounting, digitization of document, and improved workflow – it would ultimately have to be decided by (in no particular order) Malla D’Amico (I.T. Manager for the School of Nursing) and Toni Ostrom (Dean of the Nursing School). Cary then continues, “And if I DO decide to refer you over to those two, good luck! I’ve been telling them from Day 1 to invest in value-added products from respected brands like Canon. Maybe with everything going on.... NOW they will listen! MSMC is predominantly a Nursing School, so I know that the Nursing School has been tasked with taking the lead



with upgrading equipment with optimal efficiency, DEFINITELY advanced security and privacy standards, and...earning the trust of its students back.” You can read between the lines, and decided to NOT bring up the Fitch downgrading article at this time.

Cary did go on to say that Canon was a little late to the game - but - he/she does have some time on February 22nd to talk, but not much time. Take it or leave it. Eager to make SOMETHING happen here, you accept a VERY brief meeting with Cary. An odd 12-minute meeting invite gets sent to you, but...you figure to just accept it and manage the time well - and knock it out of the park!

One week before your meeting, you received an email from Cary saying that he/she did their research, and LOVES the image Runner Advance C5850i, the ImageRUNNER Advance DX C3935i, and the ImageCLASS X MF1538C. They could use a combination of these machines. ***But where Canon really needs to shine....is security and data protection services. “Bring your security and data protection ‘A Game’ to this meeting!”***

Here is what you found about Cary:

- Director of Product Solutions, M.I.T. 2017 – 2021
- Consultant to Procurement and I.T., Arizona State University 2021 – 2024
- Director of Procurement Mount St. Mary College, 2024 – Present
- Cary attended Iowa State University, and has a BS degree in Cyber Security with a minor in Professional Sales

Rounds 1: Needs Identification sales meeting (12 minutes)

Round 2 and 3 are a succession of meetings to completely define the needs of the prospect and seek a final “buy” decision (12 minutes each).



Background Information

Canon Client Services, a division of Canon U.S.A., Inc., supplies industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. Our ultimate strength lies within the expertise of our people and a common culture that focuses on our customers. We're in the business of helping organizations of all sizes, across all industries, discover ways to improve sustainability, increase efficiency, and control costs in conjunction with high volume, continuous feed, digital and traditional printing, consultative services, and document management and workflow solutions. We've reimagined results across the industry. Make your vision a reality with us today.

University Security and Financial Improvement

Higher Education institutions have an opportunity to improve their security posture, meet present and future information protection requirements (including Federal requirements) by consolidating document technology devices. The institutions that achieve this will also reduce their costs and improve their sustainability efforts.

Educause is the leading source of information for Higher Education IT professionals who are looking to keep up with industry standards. They have multiple conferences throughout the year and are leading the Higher Education Community Vendor Assessment Toolkit (HECVAT).

Website: www.educause.edu

University and Document Technology Overview and Links

Definitions:

A3: paper size that is compatible with 11x17

A4: paper size that is compatible with 8.5 x 11

Print Devices:

- **Single Function Device/Printer (SFD; also written as SFP):** print only, generally sits on desktop and is often allocated to a single individual.
- **Multi-Function Device/Printer (MFD; also written as MFP):** Print, copy, fax, and scan technology; generally used by more than one person; often shared by a department.



Document Technology products: Services and software solutions that capture, transmit and print documentation.

Canon's security position:

<https://ess.csa.canon.com/security>

<https://ess.csa.canon.com/devicesecurity>

Since there has been a lack of a strategic plan for office automation, there is an opportunity for improvement. With the knowledge that there will be savings from an upgrade to Canon, you will want to explore the possibilities of:

- 1) Improving security by using a credentialing application which will allow everyone to badge at the print/scan devices.
- 2) Digitizing all documents for better storage and use
- 3) Workflow automation to speed up the processing of documents and workflow

The three copiers Cary referenced:

- **imageRUNNER ADVANCE DX C5850i**
- Copy / Print / Scan / Fax
- Finishing & Stapling
- 3 Hole Punch
- Paper Capacity
- Print up to **50 ppm** (BW/color)
- Print up to 12 x 18"
- Target Monthly Capacity 10k-50k Pages per Month



Color

- **imageRUNNER ADVANCE DX C3935i**
- Copy / Print / Scan / Fax
- Internal Finishing & Stapling
- Paper Capacity - Medium
- Print up to **35 ppm** (BW/color)
- Print up to 12 x 18"
- Target Monthly Capacity 2k-30k Pages per Month



Initial investment is highest
Operational cost is lowest
Professional Finishing

Initial investment is higher
Operational cost is moderate
Smaller footprint
Some Finishing



- **imageCLASS X MF1538C**
- Copy / Print / Scan / Fax
- No Finishing
- Paper Capacity - Small
- Print up to **40 ppm** (BW/color)
- Print up to 8.5 x 14"
- Target Monthly Capacity 2k-10k Pages per Month

Initial investment is lowest
Operational cost is Higher
No Finishing



The present Departmental Spend for the various MFPs & SFPs is \$12,600 for the depreciation, leases, and service. The proposed Canon solution is \$6,900 including new equipment leases and service, a \$5,700 saving. This provides you with an opportunity to invest some of the savings into newer technology that has needed benefits including; security, better cost accounting, digitization of documents, and improved workflow.

Three value-added security products to consider:



uniFLOW for education: \$470.00 a Month (60-month minimum commitment). uniFLOW offers printing, copying, and scanning facilities for students and staff while managing and charging back costs correctly. uniFLOW provides security features and device-independent mobile printing, allowing students to submit print jobs from their personal devices. It also offers intelligent scan workflows and a secure one-platform solution for IT administration. uniFLOW helps institutions to manage costs, protect confidential data, and support sustainability initiatives.

<https://csa.canon.com/internet/portal/us/csa/products/software/solutions/security/cybersecurity/security-products/uniflow>



IRISXtract™ V5 Document Converter Application: \$270.00 a Month (60-month minimum commitment). It can automatically classify and extract data from various types of incoming documents, and convert them into searchable and hyper-compressed files. The output documents can be easily integrated into compatible archival or backend systems, including popular document management systems like BOX™ and Therefore™. The solution also offers advanced processing tools for image enhancement, OCR, automatic document naming, and PDF hyper-compression. IRISXtract™ can export documents to system folders, archives, and compatible third-party applications via the IRISConnect™ Toolbox add-on.

<https://csa.canon.com/internet/portal/us/csa/products/details/software/enterprise-office/iris-xtract/irisxtract-scan-and-extract>





Therefore™: \$73.00 per month per user / 10 users \$730.00 (60-month minimum commitment). Provides an automated workflow process that frees up time, provides visibility, consistency, and escalation paths, simplifies audits, and allows for easy remote work. Therefore™ reduces mindless work, waiting, searching, and guessing, leading to more time, accuracy, peace of mind, and job satisfaction.

<https://csa.canon.com/internet/portal/us/csa/products/software/solutions/security/cybersecurity/security-products/therefore>