

Panther Sales Tournament 2026

English Seller Role-Play Guide Round 1

Setting:

You are a Xerox Sales Representative preparing for your first meeting with Harborview Properties, a small boutique real estate brokerage in South Florida. You received a call from the office manager, Dani Whitfield, asking about information on Xerox printers and how they compare to Epson printers. Dani was in a hurry and asked you to stop by his office for 15 minutes to understand what Xerox can offer.

Background Information:

- Harborview Properties has a single office location housing 15 real estate agents and 2 administrative personnel
- Most real estate offices must print contracts, disclosures, and closing documents. All these documents may contain sensitive client information.
 - Note from your training: Because agents handle buyers' and sellers' financial information and work from laptops and phones, printers must have advanced protections when connecting to wi-fi and mobile devices
- Epson printers are competition to Xerox, so you may want to check them out before you meet with Dani.

Your Role:

- Build rapport and establish credibility with office manager Dani Whitfield
- Discover the brokerage's current printing, copying, and scanning process and understand how the office handles transaction documents.
- Identify specific needs related to security, productivity, and printing costs
- Understand why Dani was interested in Epson printers.

Your Goal:

1. Understand the role of Dani and the needs they have for printers.
2. Position Xerox as a better supplier than Epson in South Florida.
3. Get a commitment for a new meeting to present the best Xerox solution.

Good luck with your meeting with Dani!