

### Task Scenario

- Bar 7, owned by Lorena Posacco, had robust sales of Red Bull products a few years ago
- but in the last three years, Bar 7's sales have dropped dramatically
- Bar 7 does not have many marketing and promotion programs implemented, nor a wide product assortment
- you met with Lorena to introduce yourself and start a dialog about Red Bull sales in her bar.

She had two principal concerns:

1. "Red Bull is quite expensive compared to other energy drinks."
  2. "Customers don't ask for Red Bull in my bar."
- following up after your initial meeting and proposing a second meeting.

Message that I devised for the objection Handling task:

Hello Lorena, Hope you are having a great day. It was lovely having a conversation with you and I would like to say that I am here to help you increase your bar's revenue with your help. I understand the concerns you are having about the red bull products and its competitor's offerings at lower prices. In my perceptive, there are ways to alleviate those concerns. Firstly, Looking at sales data of your bar from our company database I see there are no promotions on many of the places where your customers might be looking mostly, that is one area to look upon and discuss. Second for the concern regarding competitors now and in 2017. As I recall you were able to thrive from our products and had great sales that year, which is amazing but as the year goes by the market for this line of products got saturated with less desirable products as many companies moved their product into the market with low quality and low pricing. Even if the market is saturated our company's brand value is still the highest, why is that? Because we provide a high-quality product for which people are generally willing to pay a little bit of high price, you don't need to take my word for it your own high sales volume from a few years back can show that to you. One of your concerns was people are not asking for the red bull as I recall, It can simply be handled by effective brand placement in your bar. Competitors give low pricing options but have you ever heard of them having a great market leader image? No right. Also, nowadays you know that people are more concerned about their diet than ever, for that we at red bull provided a new sugar-free product which you don't sell, do you think that can be a factor of people not asking for Redbull, as it was an issue that one our clients had and after the varied product line he introduced to his store his sales propelled like a jet. Our data shows red bull being the market leader in energy drinks sales and a few years back your bar had robust sales of red bull products too, then also why your sales have dipped, this is the issue we are going to address together, I wouldn't want you to be left out from sales that your bar can profit from dearly, how about discussing and coming up with a plan in second meeting? How about the same day and the same time as our first meeting next week? Take care Lorena, excited to collaborate on a solution with you.