



# RNMKRS and SpeedSell Q&A

### What is RNMKRS?

It is an app that enables students to role play sales interactions with a virtual, artificially intelligent customer bot.

You can complete an unlimited number of practice role plays to prepare for the RNMKRS Sales Competition in the RNMKRS app on your phone. You can also do 5-minute practice plays of the steps in the classic 4-Step Sales Process (Opening, Discovery, Presentation, Closing/Objections) and/or a full 15-minute meeting with the customer bot.

Your practice will culminate in a real time competition with other students where you sell Dell's Rugged Laptop to Alex, the bot, an IT manager with hardware issues. This provides practical application of the knowledge and skills in the components of the sales process: develop rapport, discover needs, present the product, overcome objections, and summarize and close. You will receive real-time feedback and coaching along with a scoring dashboard that identifies areas for continued practice and improvement.

### What are the RNMKRS requirements?

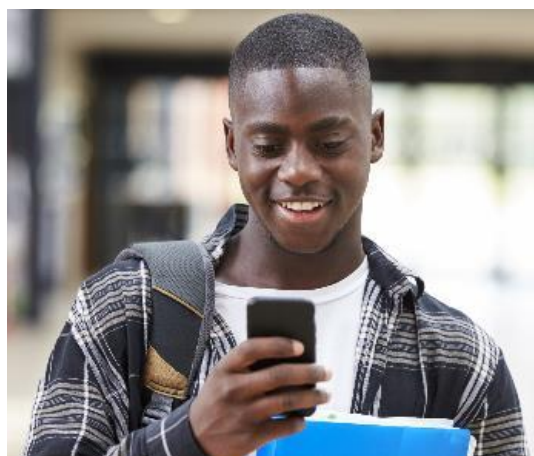
- Complete a **minimum of 40** role plays by April 09, 2024.
- These include the following.
  - Complete each individual step (Opening, Discovery, Presenting, Closing/Objections) a minimum of four (4) times each.
  - Complete the full role play a minimum of eight times.
  - Complete 16 additional step or full role plays
- Compete in the **RNMKRS Sales Competition on April 10 & 11 at 9:00 p.m. CST / 10:00 p.m. ET**. You only need to complete once in a 15 minute role play on a day and time of your choosing.
- Post Competition Sales Role Play: April 16 - May 01 at 4:00 p.m. CST / 5:00 p.m. EST.
- The sales process used in the RNMKRS sales conversations includes Opening, Discovery, Presentation, and Closing/Objection. You must get buy-in from the bot, Alex, to move to the next step in the sales process.
- In addition to these steps, you are also evaluated on objection handling, empathy, and communication.

### What RNMKRS resources are available?

- [Student log in page](#)
- [How to use RNMKRS](#): How to talk to a bot and how to use the RNMKRS app
- [Student Competitor Guide](#)
- [Welcome to the Career Guide](#): Career resources for your resume and cover letter, along with LinkedIn videos to help you with your ePoster components and creating/completing your RNMKRS account
- [Materials to prepare for the role plays and competition](#): Top 5 tips for competing in RNMKRS. Case Study, information on how to sell Rugged and Rugged Use Cases (the product you are selling in the role plays and competition), competition scoring sheet, and student competitor guide.
- Past student [RNMKR participants share their experience](#)

### How and when do I create a RNMKRS account?

1. During Week 1, you will receive an email inviting you to create a RNMKRS account. Be sure to check your junk mail from Rainmakersmailing if you don't receive your invitation.
2. Use your school email address and temporary password provided in the email to register. If you cannot find your password, go to <https://rnmkrs.co/player/login> and click Forgot Password.
3. Complete your **profile** using the link in the email (and provided here): <https://rnmkrs.co/player/login>
  - Create a **strong profile** to be considered for the Rising Stars awards and for potential jobs. Note that recruiters will be in the RNMKRS portal to review your progress and engagement.
  - You will need a resume to complete your profile.
4. After creating your account, complete your **Student Profile Personality Assessment**. Results will be emailed to you instantly.



#### Note:

Recruiters, including those from Dell, will be watching your progress and the number of role plays you complete. Since you are competing against several hundred students at other schools who are also participating in the RNMKRS competition, we encourage you to complete more than the 40 role plays required to successfully complete the RNMKRS program. Completing additional role plays will help you stand out to future employers and hiring managers.

### What if I have tech questions?

Send an email to [techsupport@rnmkrs/zendesk.com](mailto:techsupport@rnmkrs/zendesk.com) and include your email address (school email address), your name, and a screen capture showing your problem.

### How can I get my RNMKRS sales process questions answered?

Individual meetings are available upon request. Please email [developwithdell@dell.com](mailto:developwithdell@dell.com) to schedule a meeting with Maggie Becker, Sales Curriculum Program Manager.



### What is SpeedSell?

RNMKRS SpeedSell is a training simulation that helps you develop your Elevator Pitch.

### What are the SpeedSell requirements?

1. Download the RNMKRS SpeedSell and Role Play App.
2. Watch all the video trainings and pass all the quizzes on elevator pitch concepts in the app.
3. Use the PitchPerfector to discover and develop a story that will communicate how your strengths will make you a unique, valuable, and strong candidate for a sales role.
4. Practice your pitch with the Bot...in an elevator. Your goal is to get to the Top Floor with the Bot using your elevator pitch.
5. When you are confident with your pitch, record your personalized Elevator Pitch for recruiters (which you can embed or link on your ePoster).

#### Your elevator-pitch goal:

- Practice your pitch in the Pitch Perfector app.
- To successfully complete the RNMKRS SpeedSell component of the program, you need to meet the goal of getting to the Top Floor with your elevator pitch.



### How do I get credit for RNMKRS activities?

- Watch and complete six (6) training videos and quizzes in the My Case Study section of the RNMKRS app.
- Complete a minimum of 40 role plays in the app. We encourage you to do this by completing a minimum of 24 full role plays, four (4) Opening step role plays, four (4) Discovery step role plays, four (4) Presentation step role plays, and four (4) Closing/Objection step role plays.

### What if I can't find the app on the App Store/Google Play?

- Update your phone OS. The app is called RNMKRS SpeedSell and Role Play.
- If you don't see the apps on Google Play for Android, update your software.

### What if I can't hear the bot?

- Make sure your phone's ringer is ON and volume is turned UP.
- Make sure your phone's speech recognition and microphone are ON.

### What if my work is not showing up on my dashboard?

Make sure you log into the app using the same password that displays on your dashboard.

### What do I do if the bot doesn't understand me?

- **Press the microphone button on your phone and hold it the entire time you are speaking.** Keep this in mind since it is a frequent issue.
- When you finish speaking, release the microphone button.

### What do I do if the app keeps crashing at the end of my role play practice chapters?

The chapters end automatically when you have met all chapter requirements or if you move to the next chapter before completing the current chapter. For example, if you start selling in the Opening chapter when you should be selling in the Presentation chapter, the chapter will abruptly close.

## What do I do if the bot gets stuck?

- Bots, just like customers, have quirks. Don't let the meeting be derailed. Alex can answer hundreds of questions, so change the subject and keep moving because the clock is ticking.
- If that doesn't work, swipe out of the game and start a new role play.
- Send RNMKRS a request for a replay to [techsupport@rnmkrs/zendesk.com](mailto:techsupport@rnmkrs/zendesk.com). They will look at your transcript to verify that you were trying to complete the competition and will set you up with a replay if appropriate.
- **You will not be penalized for a stuck bot on game day; you'll get a replay.**

## Why does the bot look for keywords if it's really an AI?

Sales calls are all about managing the conversation. You have to say the right things, at the right time, in the right order to move the customer towards closing the deal. This simulation tests your ability to complete this process flawlessly.

## How can this be like a real sales call?

It isn't a real sales call; it's a test of your ability to execute the sales process. If you can consistently earn over 8,700 points in the role play, you will improve your use of the process and will be able to focus on your content when you're in front of a live customer.

## Why don't I get points for empathy or communication?

When completing a role play, you will not receive any points for these categories. You will only receive points for these in the competition.

## What should I do if the bot gets stuck in the competition role play?

Send RNMKRS a request for a replay. They will look at your transcript to verify that you were trying to complete the competition and will set you up with a replay if appropriate.

## What if I worked hard but got a bad score in the competition?

Employers will be able to see your hard work noted in the dashboard. The competition is one play. To prove you have the right stuff, complete some Post Competition Plays that employers will also be able to see.