

Northeast Intercollegiate Sales Competition

EXECUTIVE SUMMARY

Company: Carousel Industries

Type: Private

Industry: Information Technology

Headquarters: Exeter, RI

Number of employees: 1,300

Website: carouselindustries.com

CAROUSEL COMPANY OVERVIEW:

Carousel Industries consults, integrates and manages technology solutions that solve business problems and contributes to corporate growth. Carousel's managed services, mobility, visual communications, A/V integration, virtualization, unified communications, and data infrastructure solutions leverage their consultative approach, deep technical expertise, and extensive industry partnerships. They are a certified reseller of more than 35 technology partners including: Cisco, Microsoft and Avaya. Since their founding in 1992 they've grown an average of 30% per year.

Today they have over 6,000 customers, including 35 of the Fortune 100. Carousel has been recognized by both VAR and CRN Magazines as one of the top technology integrators in the US and they've been listed in the Inc. 500/5000 seven times. Carousel was also listed on the 2019 Managed Service Provider (MSP) 500 list in the Elite 150 category for the sixth consecutive time. Carousel is headquartered in Exeter, RI with over 1,300 employees working in 27 locations across the US, including over 250 service technicians.

Whether it is the communication technologies that connect employees to the world, the data network driving information or the infrastructure supporting it all, Carousel's promise to their customers is that they will design, integrate, manage and support solutions that help maintain a competitive edge.

YOUR PROSPECT'S OVERVIEW: GOLD COAST INSURANCE BROKERAGE

Gold Coast Insurance Brokerage (GCIB) specializes in Personal Insurance solutions for individuals and families. They are based in Greenwich, CT with 50 locations up and down the East Coast; 22 of these locations are from Gold Coast's recent acquisition of another brokerage. There has been very limited integration of technology platforms across these new locations; only the phone system has been upgraded and is uniform across all.

All current 1,400 employees are operating out of their homes due to COVID-19.

Gold Coast has been using Skype Video for internal meetings; unfortunately, their last 'All Hands' call was interrupted by intruders during a statement from the CEO, and had to be ended abruptly. For internal messaging needs, Slack is being used.

Employees have expressed frustration with the Skype and Slack platforms; these tools can be difficult to navigate and do not integrate with one another. Many have turned away from using them altogether.

BUSINESS OPPORTUNITY

COVID-19 has caused a large disruption in leisure travel; families have shifted their focus to spending on luxury goods such as boats, ATVs, RVs, etc.. This creates an immediate opportunity for Gold Coast, to the tune of a 40% increase in monthly premiums over the next quarter.

To drive this anticipated growth, the current Contact Center, which handles both inbound and outbound sales activities, will increase by (50) agents, up from the current (100).

HR has expressed concern in their ability to train (50) people remotely, with the current disjointed collaboration platforms.

PAIN POINTS:

- Poor user experience and adoption of current video & messaging platforms
- Skype on premises conferencing solution is going End of Life soon, IT is struggling to cost-justify putting another tool in its place
- Security – recent 'All Hands' meeting was interrupted by unknown intruders

NEED:

A secure, unified Video & Messaging platform that will increase internal user adoption and allow for the remote training of the (50) new Contact Center agents.

HOW YOU GOT INVOLVED:

You were participating in a local networking event for sales professionals. You meet an insurance salesperson who works for GCIB, and they share with you that they haven't embraced video conferencing much during COVID-19. They have access to some collaboration tools, but they aren't great and no one knows how to use them properly.

Being the great salesperson that you are, you take that information and try to find if there is a larger need for company-wide collaboration tools.

You reach out to GCIB's HR Manager through a cold call and ask if they would be open to a quick meeting to talk about the challenges they have faced as everything turned into a work from home environment.

They accept your request for a meeting.

POTENTIAL OBJECTIONS TO BE AWARE OF:

- *Too much \$ to license all staff*
- *User adoption has been a challenge in the past, difficult to cost-justify a new solution*
- *We already have a messaging platform in place - Slack, why would we buy a redundant tool?*
- *We've already got an IT business partner, why would we work with you?*
- *Most of our team is already remote, how would we deploy this?*

CHARACTERS:

- Account Executive #1 for Carousel Industries
- Jim Pinto - HR Manager
- Austin McCormick - CIO (Chief Information Office)
- Kirsten Grande - CEO

ROUND 1, MEETING WITH Jim Pinto (HR MANAGER):

The goal of this meeting is:

- To understand GCIB's current business problems and the impact they are having on the company.
- To understand their ideal state and how Carousel can help them.
- To explain what current Carousel Industries clients are experiencing for results and validate that similar results would be a win for Gold Coast Insurance Brokerage.
- Close to confirm that Jim will sponsor a meeting with their Chief Information Officer, Austin McCormick, to run a Cisco Webex demo and evaluate the solution.



SEMIFINALS, MEETING WITH Austin McCormick (CIO):

(Assume Austin has had the Cisco Webex demo leading up to this meeting. Also, it is safe to assume that all 1,400 employees are 'Knowledge Workers' for quoting purposes.)

After demonstrating the collaboration tools available and the seamless user experience they can enable, the goal is now to:

- Validate the enhancements during the demo with Austin and answer any questions about the solution.
- Confirm that Cisco Webex could solve GCIB's current communication issues through sharing past success stories of other Carousel Industries clients.
- Understand the impact this solution will have on their business from a revenue perspective.
- Close for Austin to sponsor a meeting with firm CEO, Kirsten Grande.



FINALS, MEETING WITH KIRSTEN GRANDE (CEO)

The goal of this meeting is:

- Validate the problems that Jim and Austin are experiencing have huge impact on the business and that Kirsten is ultimately responsible for these issues.
- Explain what you've discussed with Jim and Austin about Carousel Industries and its ability to solve these problems and the impact it would have on GCIB.
- Close to move forward with a long-term commitment: 5-year Webex subscription including 210 Active User licenses for **\$7,140 per month** (\$428,400 total contract value).

