

## **Request For Proposal – 2009-2010 PSE Pro-Am Sell-a-Thon**

In April, you will be meeting with the marketing director of First State Bank, Chris Alvaro, to persuade him/her to use print materials in its marketing program. You have never met anyone from First State Bank, which is typically the situation when you go interview for a position with a company. To help you prepare for your upcoming sales meeting, and to persuade the First State Bank to meet with you, we ask that you develop a proposal that focuses on the following questions. Think about makes you more qualified than your peers to address this problem facing the marketing director. Be sure to differentiate yourself.

Answer the following questions in a format that you perceive in a proposal format that you will submit. It is okay to use bullets, headings, etc. as you see fit. Use this as an opportunity to help plan for your sales call. Please limit your response to this proposal to two pages 12 point Calibri 12 and email to Chris Alvaro, Marketing Director, First State Bank C/O [Ann.Devine@pse.org](mailto:Ann.Devine@pse.org).

Please describe why First State Bank should use print media as part of its overall marketing mix or program. (15 points)

Using the knowledge that you have access to at this point, define the information that you think you need to confirm with the client, new information that you need to get from the client, and how you will get an understanding of their attitude about print. (20 points)

Which three of the following PSE principles are most important for a salesperson and why? (15 points)

Competition  
Sincerity  
Belief  
Character  
Ethics  
Confidence  
Faith  
Knowledge  
Work  
Skill  
Wisdom  
Honor

**Email to Chris Alvaro (10 points) (Actually send to [ann.devine@pse.org](mailto:ann.devine@pse.org))**

Send the proposal to Chris via an email. Points will focus on correct salutation and greeting, spelling and grammar, and call for action.

**Deadline is February 28<sup>th</sup>. No points will be given for a later proposal or email.**

If you have any questions, you may contact Ann Devine at [ann.devine@pse.org](mailto:ann.devine@pse.org) or 414-328-1952.