



Selling with the Bulls: Intercollegiate Spring 2025

February 20 and February 21, 2025

Body Miracle

This competition includes four events: networking, prospecting, discovery, and sales meeting. The networking event will take place on Thursday evening, February 20, 2025. Round 1 of the role plays is prospecting. The prospecting event includes prework that is due at 11:59p on Saturday, February 15, 2025, and round 1 of the role plays (phone call) that will take place on Friday, February 21, 2025. Round 2 and Round 3 of the role plays will take place on Friday, February 21, 2025. All competitors compete in all rounds and activities. There is optional student networking on Saturday.

Dates and Events

| Due | Event |
|------------------------------|--|
| Saturday 2/15/2025 at 11:59p | Prospecting Email: Round 1 |
| Saturday 2/15/2025 at 11:59p | Prospecting Vmail: Round 1 |
| Saturday 2/15/2025 at 11:59p | Prospecting LinkedIn Connection Request: Round 1 |
| Thursday 2/20/2025 evening | In-person Competitive Networking |
| Friday 2/21/2025 morning | In-person Role Play Phone Call: Round 1 |
| Friday 2/21/2025 mid-day | In-person Role Play Discovery Meeting: Round 2 |
| Friday 2/21/2025 afternoon | In-person Role Play Sales Meeting: Round 3 |
| Friday 2/21/2025 ~ 6:30p | Dinner and Awards |
| Saturday 2/22/2025 | Optional Student Networking |

WEIGHT LOSS BACKGROUND

Obesity and Overweight

Rates of obesity and overweight in the U.S. population reveals a dramatic increase over the past several decades. In the early 1960s, about 13% of Americans were classified as obese. However, by the 1980s, obesity rates began to rise sharply, coinciding with changes in diet, physical activity, and lifestyle. The introduction of highly processed foods, increased portion sizes, and a more sedentary lifestyle contributed significantly to this trend. By 2024, the obesity rate had surged to approximately 42.4% among adults, with severe obesity affecting about 9.2% of the population¹. This historical shift underscores the profound changes in American society and health behaviors over the past 60 years.

Trends in obesity and overweight continue to show concerning patterns. Recent data indicates that nearly 70% of U.S. adults are either overweight or obese. Childhood obesity has also seen a significant rise, with rates tripling from 5% in the early 1970s to over 19% by 2020. These trends are not uniform across all demographics; certain racial and ethnic groups, as well as lower-income populations, experience higher rates of obesity. Geographic variations also exist, with the Midwest and South having the highest prevalence¹.

Impacts of Excess Weight on Health

The impacts of obesity and overweight are far-reaching, affecting both individual health and the broader healthcare system. Obesity is associated with numerous health conditions, including type 2 diabetes, heart disease, stroke, and certain cancers. It also has significant economic implications, with obesity-related medical costs estimated at nearly \$173 billion annually².

The physical costs of obesity in the U.S. are substantial. Individuals with obesity are at a higher risk for numerous health conditions, including type 2 diabetes, heart disease, stroke, and certain cancers. These conditions often require ongoing medical treatment, which can be costly. On average, annual medical expenses for an adult with obesity are about \$1,861 higher than for someone with a healthy weight. For those with severe obesity, the costs can be even higher, reaching approximately \$3,097 more per year³.

Beyond the physical health impacts, obesity also has significant mental health costs. People with obesity often face stigma and discrimination, which can lead to psychological distress, including depression and anxiety. The social stigma associated with obesity can affect self-esteem and body image, contributing to a lower quality of life. Additionally, the mental health impacts of obesity can create a vicious cycle, where emotional distress leads to behaviors that further exacerbate weight gain, such as emotional eating⁴.

How Do Weight Loss Drugs Work

Semaglutide and Tirzepatide are both used for weight loss and managing type 2 diabetes, but they work in slightly different ways. Semaglutide is a glucagon-like peptide-1 (GLP-1) receptor agonist. It mimics the GLP-1 hormone, which helps regulate appetite and blood sugar levels. By binding to GLP-1 receptors, Semaglutide increases insulin secretion, slows gastric emptying, and reduces appetite⁵. Tirzepatide, on the other hand, is a dual-acting glucose-dependent insulinotropic polypeptide (GIP) and GLP-1 receptor agonist. This means it targets both GIP and GLP-1 receptors. The GIP component helps enhance insulin secretion and may provide additional benefits in reducing appetite and promoting weight loss. This dual action can potentially offer a broader range of metabolic benefits compared to semaglutide⁶.

The choice between Semaglutide and Tirzepatide is made in consultation with a healthcare provider, considering individual health needs and potential side effects.

¹ <https://usafacts.org/articles/obesity-rate-nearly-triples-united-states-over-last-50-years/>

² <https://www.cdc.gov/obesity/basics/consequences.html>

³ <https://www.cdc.gov/obesity/php/data-research/adult-obesity-facts.html>

⁴ <https://www.goodrx.com/health-topic/weight/cost-of-obesity-economic-social>

⁵ <https://www.drugs.com/medical-answers/tirzepatide-semaglutide-how-compare-3576410/>

⁶ <https://www.drugs.com/medical-answers/tirzepatide-semaglutide-how-compare-3576410/>

BODY MIRACLE

Body Miracle serves as a digital healthcare partner. Body Miracle's aim is to transform healthcare accessibility by pioneering an online telehealth platform that emphasizes convenience, affordability, and dependability. The Body Miracle united team of committed entrepreneurs, nurses, and doctors share a vision to revolutionize the medical journey for both patients and healthcare professionals.

Interested people connect with Body Miracle's medical team via the web to discuss their goals and get a treatment plan. Once the Body Miracle medical team determines which medication is best (Semaglutide or Tirzepatide), the prescription medication is shipped via overnight delivery. Key benefits of the Body Miracle service include.

- Results: Lose up to 20% of Body Weight*. Real success stories from other patients can provide reassurance and motivation.
- Convenience: Medications are shipped directly to the subscriber's door. Direct shipment saves the subscriber time and the hassle of visiting a doctor's office.
- Fast: Medications can be delivered in as few as two (2) days
- Fits In the Subscribers Life: Eat normal, healthy food - no special diets
- No required other memberships, classes, group sessions, or exercises
- Specialization: The service focuses specifically on weight loss solutions like Semaglutide and Tirzepatide, which might not be the primary focus of the subscriber's regular doctor.
- Privacy: Receive treatment at home rather than discussing weight loss in person.
- Comprehensive Support: The service offers detailed information and support throughout the process, from consultations to prescriptions.

*Results based on a 72-week clinical trial of GLP-1 medication, paired with diet and exercise, in patients without diabetes and with BMI ≥ 30 , or BMI ≥ 27 and a weight-related diagnosis. Medication prescriptions are up to a medical provider's discretion.

(<https://jamanetwork.com/journals/jama/fullarticle/2812936#>)

YOUR PROSPECT: SAM SMITH

Sam Smith, the self-made founder and owner of Terametra Gym, is a passionate fitness enthusiast with over a decade of experience in the health and wellness industry. Sam's journey began as a personal trainer, where Sam discovered a talent for motivating and guiding individuals towards their fitness goals. With a deep understanding of the importance of personalized fitness plans and a supportive community, Sam established Terametra Gym to create a space where everyone, regardless of their fitness level, can feel welcomed and empowered. Under Sam's leadership, Terametra Gym has grown into a beloved chain of fitness centers known for state-of-the-art facilities, diverse class offerings, and exceptional

customer service. Sam's commitment to fostering a positive and inclusive environment has made Terametra Gym a cornerstone of the fitness community.

TERAMETRA GYM

Terametra Gym is a chain of fitness centers dedicated to providing personalized and high-quality fitness experiences. Each location is equipped with state-of-the-art equipment and offers a variety of classes, including yoga, Pilates, High Intensity Interval Training (HIIT), and strength training and caters to all fitness levels. The friendly and knowledgeable staff at Terametra Gym are committed to helping members achieve their fitness goals through tailored workout plans and one-on-one coaching. With a welcoming and supportive community, Terametra Gym ensures that every member feels motivated and empowered on their fitness journey.

SCENARIO

You are a Body Miracle business development resource. You are responsible for securing new clients who do not have an existing relationship with Body Miracle. Your typical work is following up on information requests from the company's web site (www.bodymiracle.com) with the goal of converting the information requestor into a Body Miracle weight loss subscriber.

You enjoy helping people on their health journey and have wondered about expanding Body Miracle's lead generation process to include local businesses like gyms and medical spas. Your thought is that gyms and medical spas are a logical distribution extension given these types of companies have a strong relationship with their clients and a focus on health.

You discussed the idea of expanding distribution to gyms and medical spas with your supervisor and your supervisor said the company had been considering the idea. You and your manager had several meetings with the Body Miracle product development team, and it seems the product development team, marketing, and company leadership all think it is a good idea, but the company needs to find the right partner to work out the details of a program. In the last meeting you attended at the end of the year, the leadership team agreed to evaluate a pilot in the second quarter of the year.

CHARACTERS

- Body Miracle Business Development Resource (you)
- Sam Smith, Consumer and Owner Terametra Gym (buyer)

ROUND 1: Overview

You have no history with Sam Smith and are attempting to secure a meeting to follow up on a web form submission for information from Sam Smith about Body Miracle's weight loss assistance program.

As part of Round 1 you will send Sam an email, LinkedIn connection request, a voicemail, along with calling Sam.

EXAMPLE OBJECTIONS: Round 1

- Sam does not have time to talk right now.
- Sam has doubts about the effectiveness of a drug for weight loss.

- Based on Sam's experience and knowledge, a weight loss drug seems counter to everything Sam knows and believes about weight loss. After all Sam owns a chain of gyms.

ROUND 1, PART 1: Prospecting Email (Due: Saturday 2/15/2025 at 11:59p)

You are sending Sam Smith an email following up on an information form that Sam submitted on the web site. Your goal is to secure a meeting with Sam to discuss the information request Sam submitted on the web site.

Send your email to SellingWiththeBulls@usf.edu by 11:59pm Saturday 2/15/2025.

At the conclusion of your email include a separate line that lists your competitor number. Separate this as a separate line after the email close. "Competitor Number: <insert your number>". Your coach will receive your competitor number by February 12, 2025.

ROUND 1, PART 2: LinkedIn Connection Request (Due: Saturday 2/15/2025 at 11:59p)

Sam has not responded to your prior message(s).

You are sending Sam Smith a connection request through LinkedIn. LinkedIn has limitations on the size of messages and what can be included in the message. A LinkedIn connection request must be less than 300 characters and cannot include an attachment or special formatting like bold or hyperlinks. Your goal is to secure a meeting with Sam to discuss the information request Sam submitted on the web site.

Send your LinkedIn connection request via email to SellingWiththeBulls@usf.edu by 11:59pm Saturday 2/15/2025.

At the conclusion of your message include a separate line that includes your competitor number and "LinkedIn Connection Request". Separate this as a separate line after the message close. "Competitor Number: <insert your number>" Your coach will receive your competitor number before February 12, 2025. The added competitor number and LinkedIn Connection line does not count against the 300-character limit.

ROUND 1, PART 3: Prospecting Vmail (Due: Saturday 2/15/2025 at 11:59p)

Sam has not responded to your messages.

You've attempted to reach Sam via phone several times. This time you choose to leave a voicemail when Sam does not answer. The goal of the voicemail is to secure a meeting to discuss the information request Sam submitted on the web site.

IMPORTANT. After you have left your voicemail, and before you hang up, state your name and competitor number. Your coach will receive the phone number you will call to leave the message and your competitor number by February 12, 2025. You must leave the voicemail message by Saturday 2/15/2025 at 11:59p.

ROUND 1, PART 4: Phone Call (Live Role Play on Friday 2/21/2025 Morning) 10 minutes

You will have the opportunity to learn more about Sam Smith during the networking session on Thursday (2/20/25) evening. Some of the employer representatives will have background information that may be helpful for your phone call.

For this phone call Sam Smith has not replied to your prior messages.

Hoping you can catch Sam live on the phone, you decide to call Sam first thing in the morning before things get too busy.

There are two goals for the phone call:

- Close on Sam Smith subscribing to Body Miracle as a client, and
- Secure a meeting where you will gather information from Sam Smith on the potential of expanding Body Miracle's distribution model from direct to consumer to including partnering with third parties like Sam Smith's Terametra Gym for leads.
- Remember to temper your enthusiasm for the partnering opportunity as the company has not agreed to use a third-party channel or selected Terametra Gym as its pilot partner.

As you are speaking with Sam, some of the data that would be helpful to your Body Miracle product team in evaluating Terametra Gym as a distribution partner includes:

- Sam's and Terametra Gym's interest in partnering with Body Miracle for leads.
- How many members does Terametra Gym have per location and how many members does Sam think might be interested in a subscription.
- What is Sam's experience partnering with companies to deliver services.

Body Miracle has two commercial offerings for monthly subscribers. The determination of which product a subscriber receives is made by Body Miracle's medical staff in consultation with the client. The two packages are:

- Semaglutide, the same active ingredient found in Ozempic and Wegovy for \$297 per month for medication and an additional \$97 monthly subscription.
- Tirzepatide, the same active ingredient found in Mounjaro and Zepbound for \$397 per month for medication and an additional \$97 monthly subscription.

Details on subscription process and how services are delivered can be found on the company website at <https://bodymiracle.com/>

Note: To ease the roleplay logistics, the "phone call" will be a Teams Web meeting conducted without video. The meeting connection will already be established when you are seated for the role play. After being seated you will confirm the audio connection with the buyer (Sam). The role play will begin after you have confirmed audio, and you (the seller) greet Sam.

ROUND 2: Discovery Meeting (Live Role Play on Friday 2/21/2025 Mid-day) 10 minutes

You told your manager about your phone call with Sam and your manager shared the information you collected with the company's leadership team. Your manager said it was ok to meet with Sam to collect information about the possibility of partnering with Body Miracle. You must balance your enthusiasm for this opportunity with the reality that Body Miracle has not decided it will utilize third party channels

(like Terametra Gym) for distribution. Moreover, even if the company decides to leverage third party distribution channels the company may not select Terametra Gym or even gyms as a partner.

You worked with your manager and developed the following topics that would help Body Miracle as it considers whether to proceed with expanding distribution to third parties like Terametra Gym.

- Sam's and Terametra Gym's past success and experience working with third parties to offer services.
- What assistance / activities would Terametra Gym be willing to offer Body Miracle to reach potential clients.
- The type of compensation program Sam expects for participating in referring clients. Would Sam prefer a commission per closed referral or a share of revenue?
- How many of Terametra Gym's clients does Sam think might be interested in the Body Miracle service. It would be most helpful if you understood how many potential leads would be coming per period (month, quarter, year).

This is the meeting to explore the opportunity of Body Miracle partnering with Terametra Gym to identify potential clients for Body Miracle's service.

EXAMPLE OBJECTIONS: Round 2

- Sam thinks Terametra Gym already provides all the services needed for the gym to provide.
- Offering a weight loss product is conflicting with marketing a gym as a healthy way to lose weight.
- If weight loss is a good market, then Terametra Gym would offer the service by itself.
- Sam isn't confident Body Miracle would be the best partner for this type of service. Many of Terametra Gym's clients are members of the local medical community.

ROUND 3: Sales Meeting (Live Role Play on Friday 2/21/2025 afternoon) 15 minutes

The Body Miracle product team has asked you to meet with Sam Smith and propose a 10% revenue share model for a 12-month pilot. You and the product development team worked with marketing to convert the data you collected into a revenue projection shown in Table 1. The projection is based on the proposed 10% revenue share paid monthly.

Despite expressing multiple times to the product development team that you felt there needs to be funding to support Terametra Gym's marketing to its members, the product development team was unwilling to provide market development funds. The product development team felt the service virtually sells itself to interested and motivated subscribers.

Table 1: Terametra Gym Example Revenue Share Based on 10% Revenue

| | | Total Addressable Market (TAM) | Serviceable Addressable Market (SAM) | Serviceable Obtainable Market (SOM) | Average Revenue Per Month Estimated 50/50 Split Between Plans | Terametra Gym Revenue at 10% Revenue Share | Annual (12 Month) Revenue Projection |
|----------------|-------------|--------------------------------|--------------------------------------|-------------------------------------|---|--|--------------------------------------|
| Gym Location | Members | TAM (45%) | SAM (50%) | SOM (20%) | $(\$297 + \$397)/2 + \$97$ | 10% | 12 Month Total |
| Maplewood Lane | 500 | 225 | 113 | 28 | \$12,488 | \$1,249 | \$14,985 |
| Elm Street | 750 | 338 | 169 | 42 | \$18,731 | \$1,873 | \$22,478 |
| Oak Ave | 800 | 360 | 180 | 45 | \$19,980 | \$1,998 | \$23,976 |
| Pine Drive | 600 | 270 | 135 | 34 | \$14,985 | \$1,499 | \$17,982 |
| Birch Blvd | 1100 | 495 | 248 | 62 | \$27,473 | \$2,747 | \$32,967 |
| Cedar Court | 1000 | 450 | 225 | 56 | \$24,975 | \$2,498 | \$29,970 |
| Total | 4750 | 2138 | 1069 | 267 | \$118,631 | \$11,863 | \$142,358 |

The TAM, SAM, and SOM were based on the following market data.

- Overall Interest: Nearly half of U.S. adults (45%) express interest in taking a safe and effective prescription weight loss drug⁷.
- Current Usage: About 6% of U.S. adults have used or are using injectable diabetes medications like Ozempic, with 3% using them specifically for weight loss⁸.

The model assumes an equal split in product subscription 50% of subscribers at \$297 and 50% at \$397. Each subscriber also pays \$97 per month.

⁷ <https://www.pharmavoice.com/news/ozempic-weight-loss-poll-half-americans/690794/>

⁸ <https://www.newsweek.com/ozempic-poll-how-many-americans-use-weight-loss-drugs-1903478>

EXAMPLE OBJECTIONS: Round 3

- Offering a weight loss product is conflicting with marketing a gym as a healthy way to lose weight.
- The weight loss messages are going to clog Sam's already full marketing channel to Terametra Gym's clients. There are other services more aligned with a gym membership Sam can offer.
- Sam isn't confident Body Miracle would be the best partner for this type of service. Many of Terametra Gym's clients are members of the local medical community.
- It seems like Terametra is carrying the bulk of the risk in developing all the marketing and messaging then delivering the materials.

Note: Buyers will be briefed not to offer an objection based on jurisdictions (e.g. states) that restrict direct mail of injectable medications.