



# The ID Department

## Roll of Fortune

### Required materials

- 1 standard die for products, features, or services
- 1 standard die for customer profiles

### Optional materials

- 1 green or 1 gold die for upsell or add-on options
- 1 red die customer objections

## How to play

1. Roll the 1st die to identify the product, feature, or service to pitch.
2. Roll the 2nd die to identify the customer profile to whom you will pitch.
3. Present a sales pitch customized for that product/feature/service and customer profile.
4. Repeat as time allows.

Die one - products, features, or services

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Die two - customer profiles

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Green or Gold die - upsell or add-ons

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Red die - customer objections

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_



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Die one - products, features, or services

1. The one that sells the best
2. The one that is the newest
3. The one no one likes to sell
4. The one with the best SPIFF
5. The one with the worst SPIFF
6. The one the manager wants gone

Die two - customer profiles

1. The traditional family
2. The single mom or dad
3. The big spender
4. The cheapskate
5. The college student
6. The want-to-be hipster or influencer

Green or Gold die - upsell or add-ons

1. Extended warranty
2. Peripherals
3. Batteries
4. Biggest SPIFF
5. Smallest SPIFF
6. Ecosystem component(s)

Red die - customer objections

1. "It's too expensive"
2. "It's too breakable"
3. "It's not needed"
4. "It's too complicated"
5. "It's not the right time"
6. "It's too similar to what we have"