

Field Assignment #1

Cooper Carlsen

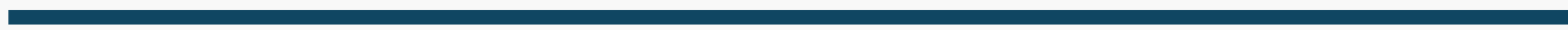
Sales Rep: Javin Tsago

(806) 335-0078

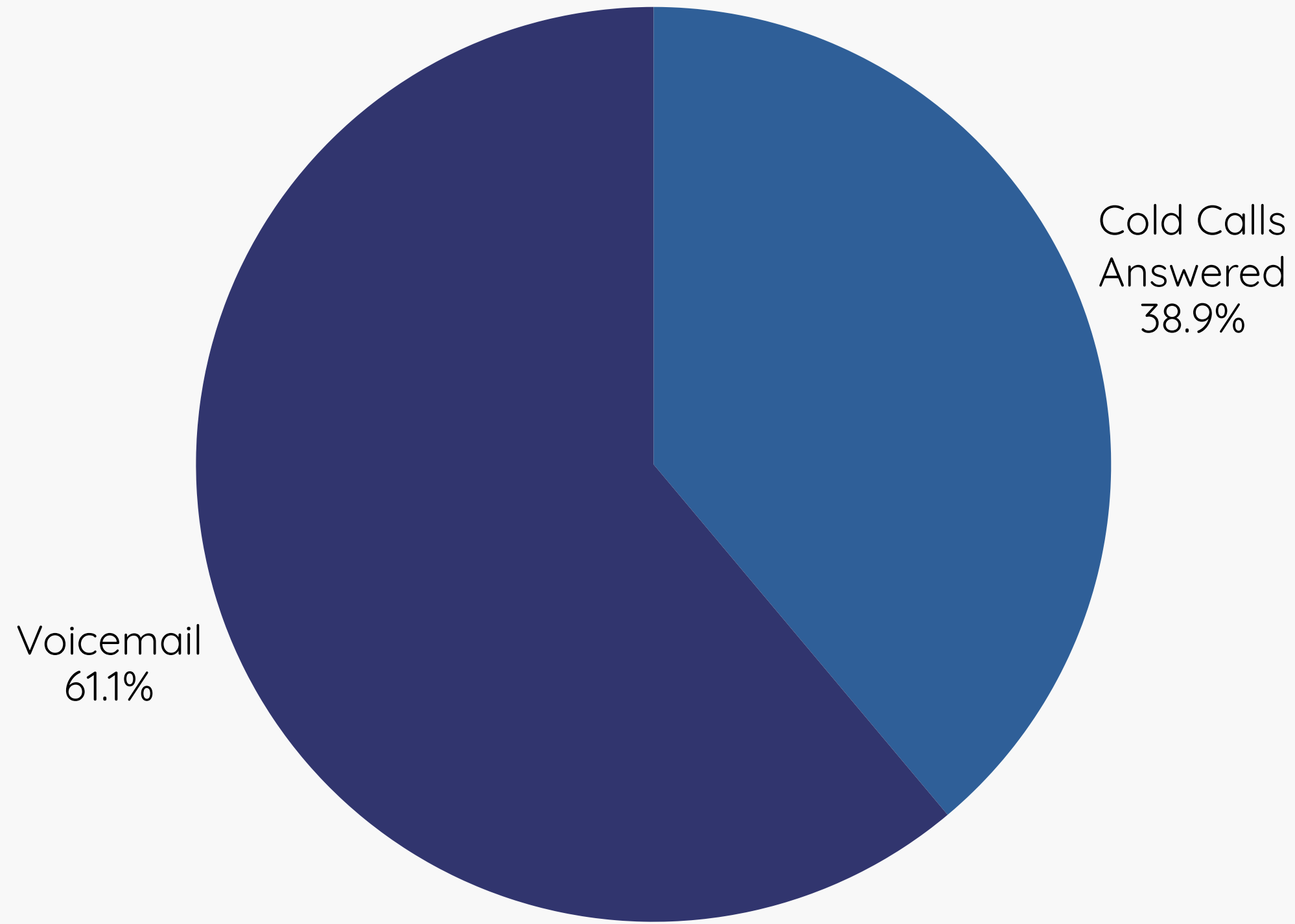
jtsago@isn.com

Company: ISN

Fieldwork Date: 16 February 2026



Call Report



Since preparation is so essential for ISN, their daily call quota is much lower compared to other companies.

Call Statistics:

of cold calls: 18

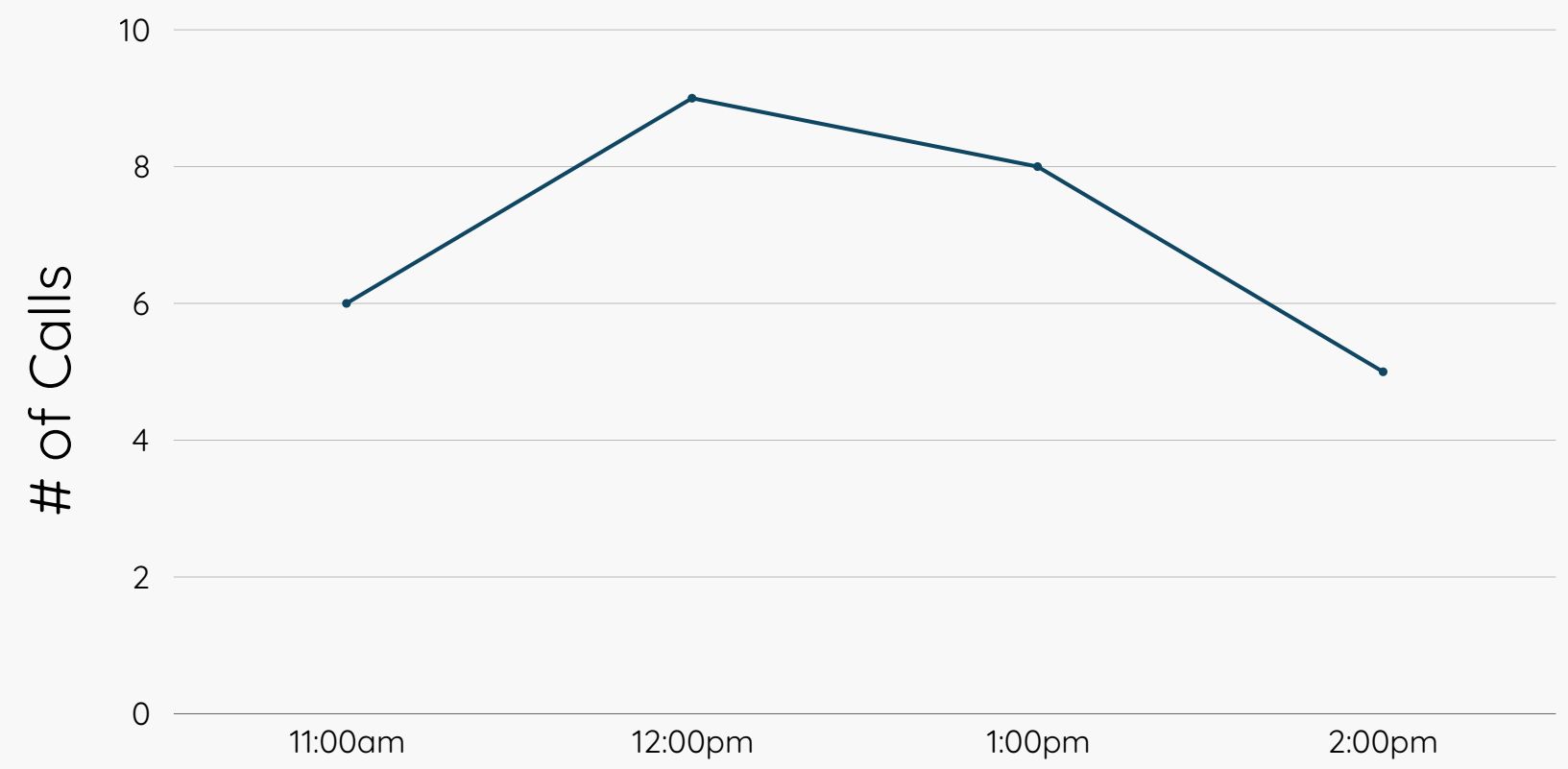
Calls Answered: 7

Voicemails left: 11

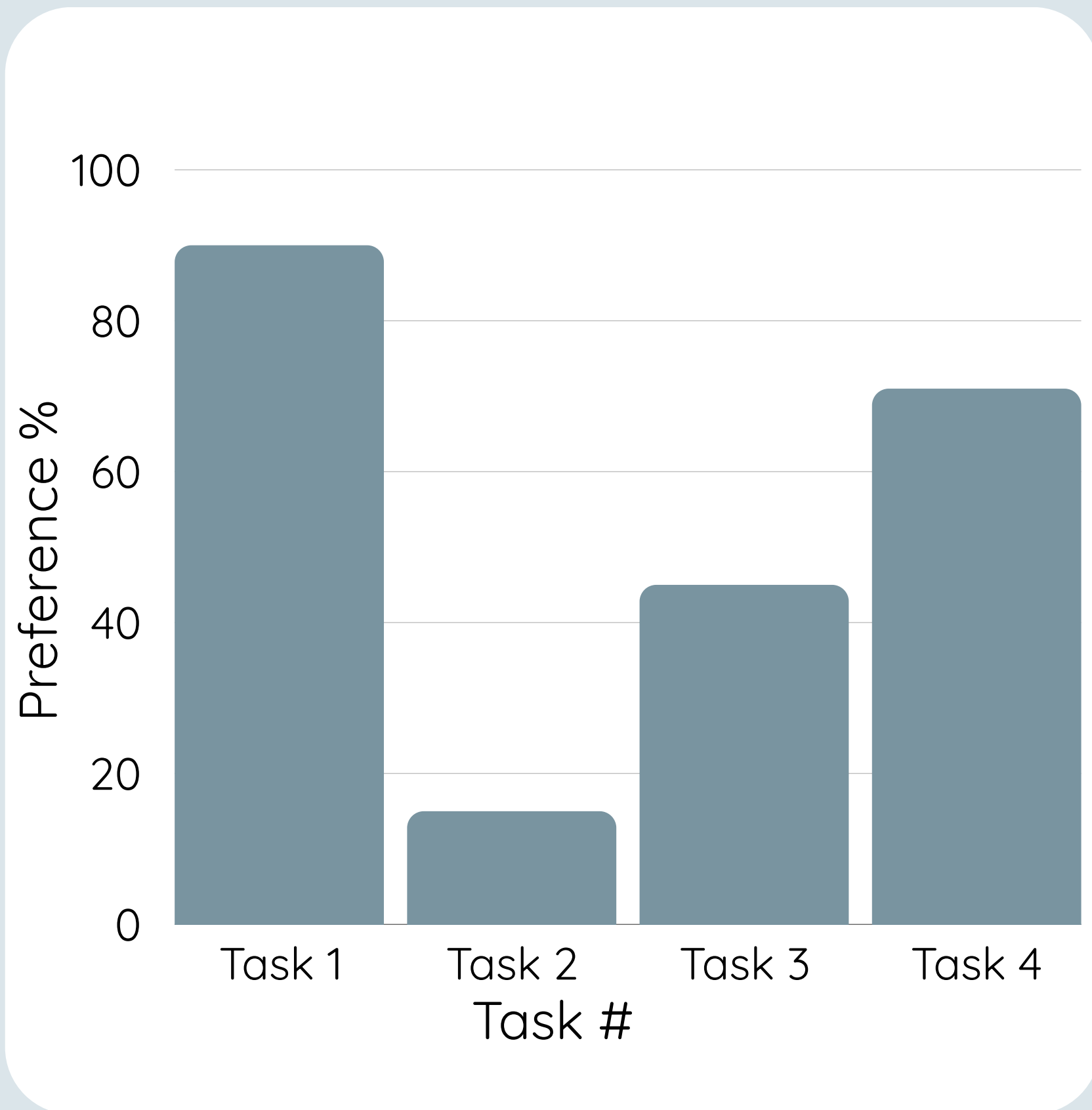
Average length of calls: 10-15 minutes

Conformance calls with current clients: 10

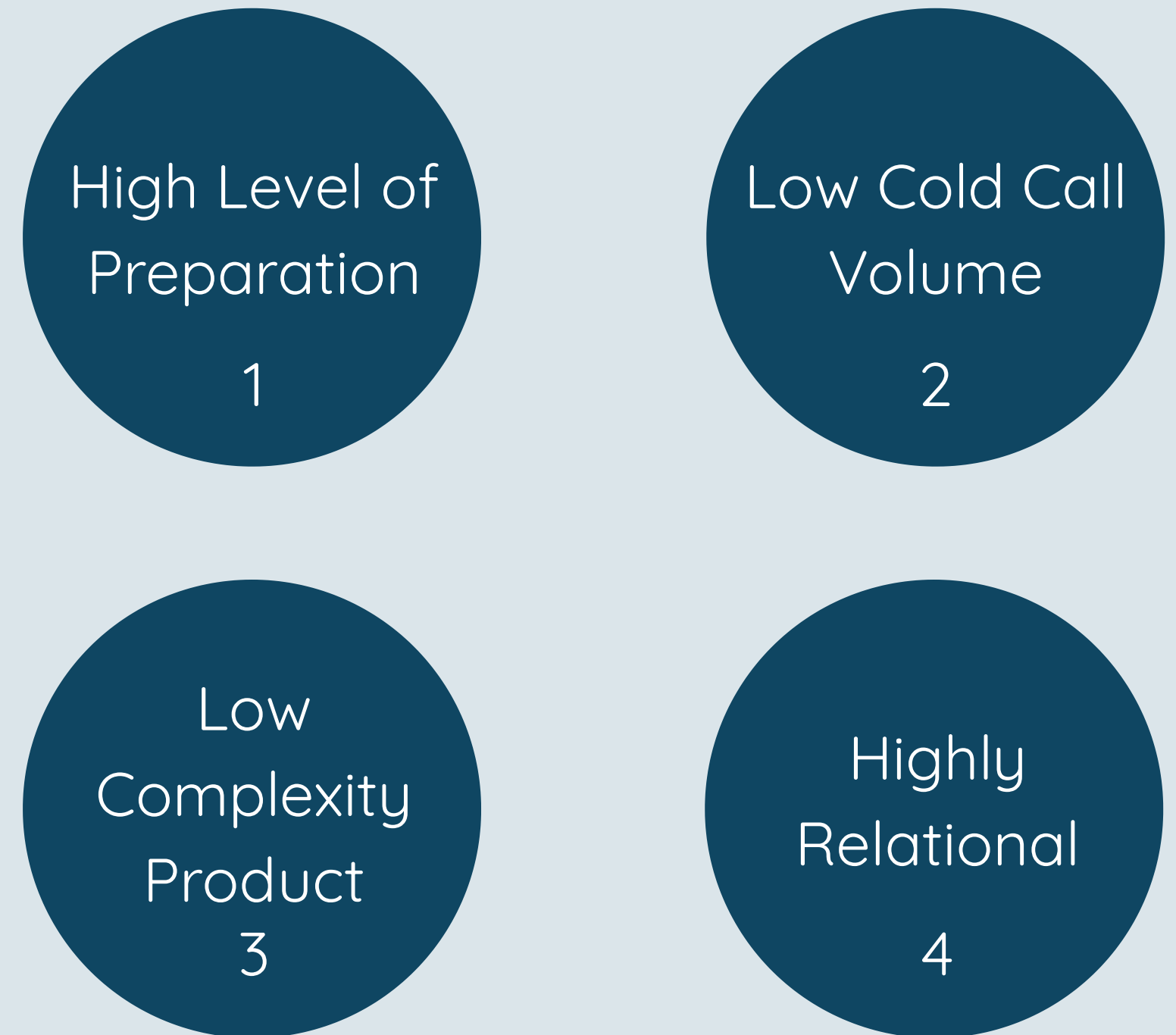
Total Calls: 28



How I “fit” Into This Role



ISN's Inside Sales Tasks



Prospecting Techniques



Pre-call role identification

Prospects were researched to understand their role (often procurement or health & safety)

Pain-point anticipation

When possible, a short list of possible pain points were identified in advance to keep the call concise



ISN Lead Database:

ISN has a Database filled with all potential leads. All salespeople at ISN have access to this database and use it to do further research to qualify these leads



Interest & Value Proposition



Javin Tsago

Client Development Senior
Associate | Food & Dairy - ISN

Creating Interest

- Pinpoint prospect's pain points
- Be intentional with Product Demo structure

Using Value Proposition

- Success Stories
- There is power in numbers
- Build context before Agenda



Go-Giver

Build Relationships

Be Curious

Focus on Client Needs

Authenticity

Honesty

Serve Others

The Challenger Sale

Tailor Client Needs

Bring Value

Create Action

Prioritize the Buyer

Lead the Conversation

Ask intentional questions



Appendix



Appendix pg. 1

Field Assignment Shadow Confirmation Summarize

CC Carlsen, Cooper
To: jtsago@isn.com
Fri 2/13/2026 9:54 AM

Javin,

Thank you for offering the time for me to shadow with you this Monday.

This message is to confirm that we will meet on Monday, 2/16, at 10am in Dallas, Tx. If there are any changes or updates, please let me know.

Best,
Cooper Carlsen

Cooper Carlsen
Baylor University 2028 | Finance & Professional Selling
(949) 374-0499
Cooper_Carlsen1@baylor.edu

JT JT Tsago <jtsago@isn.com>
To: Carlsen, Cooper
Fri 2/13/2026 10:06 AM

No problem, Cooper — happy to help.

Looking forward to meeting you, soon! We'll be in touch.

Shadow Follow-up Summarize

CC Carlsen, Cooper
To: JT Tsago <jtsago@isn.com>
Mon 2/16/2026 5:32 PM

Javin,

Thank you again for the opportunity to shadow you today. I really enjoyed learning more about ISN and gaining insight into your sales process. Observing live prospecting calls and having the chance to ask questions about the prospecting process was especially valuable.

I hope you have an enjoyable rest of your week and we will keep in touch!


Best,
Cooper



Cooper Carlsen
Baylor University 2028 | Finance & Professional Selling
(949) 374-0499
Cooper_Carlsen1@baylor.edu

JT JT Tsago <jtsago@isn.com>
To: Carlsen, Cooper
Mon 2/16/2026 5:35 PM

Appreciate you swinging by, Cooper!

Appendix pg. 2




Cooper Carlsen  • You
Finance and ProSales Student at Baylor University | Incoming Summer In...
1d • 

This week, I had the opportunity to shadow [Javin Tsago](#), a Client Development Associate at [ISN](#).

Through this experience, I gained valuable insight into prospecting and cold calling within the sales process. Javin provided a new perspective on outreach strategies and the intentionality behind each approach. Observing the way he communicated with contractors deepened my understanding of how to build meaningful, long-term client relationships.

Also, thank you to [Stephanie Bear Mangus](#) and [Baylor University - Center for Professional Selling](#) for consistently creating opportunities that allow students to grow professionally and gain meaningful, real-world exposure to careers in sales.



Appendix pg. 3



Preparation is vital at ISN. Calls are only about 10-15 minutes and the goal is always to schedule a product demo. Product demo includes yourself and the decision makers.

Always be specific and intentional with the questions that you ask the buyers. This role is extremely organized and contains solutions that are flexible to the buyer.



Appendix pg. 4



Being able to pinpoint the prospect's pain points prior to reaching out is key. If you know that the prospect is in procurement, highlight that the platform has an internal procurement process. Most of the clients are procurement, being a huge part of health and safety dealing with the procurement documents, which makes the outreach a bit easier.

