

# GUIDED ROLE-PLAY: TALK THE TALK - SALES CONVERSATIONS

## DETAILS

- **ESTIMATED TIME:** 45-60 Minutes
- **DELIVERY MODE:** Guided Role-play
- **FACILITATOR:** General Manager or Designated Individual

## VTM MATERIALS

- Role-Play Script: 4+1 (at end of this document)
- Role-play notes pages, pgs. 3-4

## TRAINER'S ACTIONS & CHECKLIST

- Deliver the Role-Play Using the Trainer Activity Guide
- Activity Wrap-Up

## FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Provide feedback after each role-play on tone, clarity, and engagement.
- **Group Reflection:** Team members reflect on their own strengths and areas for improvement.

## ACTIVITY WRAP-UP

- Review the following:
  - Notes
- Address key items you observed and noted in the role-play rubrics.
- Trainee Reflection:** Ask the team members:
  - ▶ *Reflect on your progress—what stood out to you most about what went well and what needed improvement?*
  - ▶ *What key skill will you focus on strengthening moving forward?*

- ★ This activity requires the completion of two role-play rounds.
- ★ **Encourage Adaptability:** Each scenario is different because each individual is different—team members should adjust tone, pacing, and engagement accordingly.
- ★ **Focus on Clarity, Not Perfection:** The goal is to practice effective communication, not memorize a script.
- ★ **Debrief After Each Role-Play:** Have each pair discuss what went well and what could be improved to reinforce learning, then discuss as a whole.

## Getting Started & What To Do

### General Notes:

- Plan for about 10 minutes per role-play, but adjust as needed.
  - ▶ 3-5 minutes for the scenario
  - ▶ A few minutes for note-taking
  - ▶ The remainder to discuss
- Notes should be used to evaluate the team member's performance, not the customer.
  - ▶ The team member playing the customer evaluates their partner.
  - ▶ The team member playing the team member evaluates themselves.
- There will be two rounds
  - ▶ After Round 1, switch partners and swap roles for Round 2.

### During the Activity:

- Observe your team and note what's going well and what may need improvement.

### After Each Role-Play:

- Have team members provide feedback using their notes highlighting:
  - ▶ Areas needing improvement
  - ▶ Areas where expectations were met and exceeded
- Facilitate a group discussion to share observations and insights.

## Deploying the Role-Play

### Step 1: Explain the Activity

1. Outline what the team will be doing.
2. Distribute printouts or have the team open the file in VTM on their iPad.
3. Review the Customer Behavior Snapshot.
4. Instruct participants to follow the script as written.
5. Review the notes page structure:
  - Left column: Needs work
  - Center column: Minimum expectations + examples
  - Right column: Good job
6. Review the focus of each note block using the subtitle and center column.

### Step 2: Warm-Up & Scenario Prep

- Use the 4+1 Script.
- Read the script together to build familiarity.
- Pair up the team and assign:
  - ▶ One customer
  - ▶ One team member

### Step 3: Role-Play Scenarios & Adjustments

- Begin the role-play activity.
- Observe how team members interact, communicate, and respond throughout the scenario.

## HELLO MRS. WELLS: A DISTRACTED CUSTOMER

**Customer Behavior Snapshot:** Mrs. Wells appears disengaged—checking her phone, giving short answers, and showing minimal interest. The team member must recognize these cues and adjust their approach to regain her attention and rebuild engagement.

Observe and assess the team member's clarity, structure, body language, and responsiveness to the customer.

Notes Used:

- Verbal Communication
- Nonverbal Communication
- Active Listening

Focus Areas:

- Adjusting tone, pacing, and energy to recapture customer attention.
- Using active listening and follow-up questions to encourage engagement.
- Recognizing and responding effectively to nonverbal cues of disinterest.

Questions to Ask Yourself When Evaluating Communication Skills:

- How effectively does the team member notice disengagement and pivot their approach?
- Are follow-up questions used appropriately to regain attention?
- Is the team member's body language open, engaged, and supportive rather than passive or defensive?

### Verbal Communication

*For delivering clear, confident, and professional speech in customer interactions.*

I wonder...	Standards	I like...
Evidence of areas that may need growth and improvement.	Ideals performance or metrics for this activity.	Evidence of meeting or exceeding the standards.
	Speaks clearly and confidently at an appropriate pace. Examples: <ul style="list-style-type: none"> <li>• Uses a steady, natural pace for clarity.</li> <li>• Adjusts tone based on customer engagement.</li> <li>• Provides explanations without overwhelming the customer.</li> </ul>	

### Nonverbal Communication

*For using body language, eye contact, and gestures to reinforce engagement*

I wonder...	Standards	I like...
Evidence of areas that may need growth and improvement.	Ideals performance or metrics for this activity.	Evidence of meeting or exceeding the standards.
	Maintains open body language, steady eye contact, and appropriate gestures. Examples: <ul style="list-style-type: none"> <li>• Uses open posture and gestures to reinforce messages.</li> <li>• Maintains eye contact to build trust.</li> <li>• Avoids closed-off or distracting body language.</li> </ul>	

### Active Listening

*For demonstrating attentiveness, acknowledging concerns, and responding appropriately.*

I wonder...	Standards	I like...
Evidence of areas that may need growth and improvement.	Ideals performance or metrics for this activity.	Evidence of meeting or exceeding the standards.
	Listens attentively, acknowledges concerns, and asks follow-up questions. Examples: <ul style="list-style-type: none"> <li>• Does not interrupt and allows the customer to fully express concerns.</li> <li>• Uses follow-up questions to clarify understanding.</li> <li>• Shows engagement through nodding and verbal affirmations.</li> </ul>	

## 4 + 1 SCRIPT

*A Sales Inspector knocks on The Wells' door. Mrs. Wells opens the door.*

**Inspector:** Hello Mrs. Wells, do you have a minute?

**Mrs. Wells:** Sure.

**Inspector:** My name is [Inspector's Name], and I wanted to thank you for being a loyal Massey Services Landscape customer for the last two years.

**Mrs. Wells:** I have enjoyed the service, thank you.

**Inspector:** Great! I will let your lawn specialist, Billy, know your positive comments about the service. Also, as the Massey Inspector for your neighborhood, I spend some mornings and afternoons talking to homeowners in your neighborhood about Landscape, Pest, and Termite services. I came to your door today, Mrs. Wells, to ask permission to use your lawn as a referral as I talk to homeowners in your neighborhood.

**Mrs. Wells:** I don't see why not.

**Inspector:** Great! Thank you! Have you heard of our Massey Services Reward Program?

**Mrs. Wells:** Rewards Program?

**Inspector:** Let me explain. Our rewards program is called Pass-It-On, which rewards you with a \$25 Publix gift card for every new customer you refer. If they buy a service, they will receive a \$10 Publix gift card. The more family, friends, and neighbors you refer, the more groceries we can help you pay for. How does that sound?

**Mrs. Wells:** I can give a referral right now. John next door and my husband and I play golf with him every so often. Let him know you talked to me. I have seen a Quality First lawn truck in front of his house. That may be the company he uses for his lawn. Not sure who the other neighbors use, but feel free to talk to them as well.

**Inspector:** Thank you for the referral, Mrs. Wells. I will circle back to you to let you know if your neighbor signs up with our services.

**Mrs. Wells:** Good luck!

**Inspector:** Thanks again, Mrs. Wells. If you have any more family, friends, or neighbors you wish to refer, please call my Service Center with the information. I will make contact the same day you leave the information.

*Mrs. Wells and the Inspector shake hands. Mrs. Wells closes the door. The Inspector begins the 4 + 1 activity.*



**THE PASS-IT-ON PROGRAM IS FREQUENTLY UPDATED. BE SURE TO REPLACE ANY OUTDATED LANGUAGE IN THE SCRIPT WITH THE MOST CURRENT OFFER DETAILS IF THE EXPLANATION PROVIDED IS NO LONGER ACCURATE.**