

ADAPTING TO CUSTOMER REACTIONS

DETAILS

- **ESTIMATED TIME:** 45-60 Minutes
- **DELIVERY MODE:** TMini Role-Play + Group Practice
- **FACILITATOR:** General Manager or Designated Individual

VTM MATERIALS

- Trainier Activity Guide
- Optional: Notes or scratch paper

TRAINER'S ACTIONS & CHECKLIST

- ☐ Use the Trainer Activity Guide to:
 - ☐ Lead a discussion on recognizing customer hesitation
 - ☐ Facilitate mini role-play rounds using inspection findings
 - ☐ Introduce different customer reactions
 - ☐ Guide team members in adapting their responses
- ☐ Ensure multiple team members participate when possible
- ☐ Reinforce clarity, urgency, and adaptability throughout
- ☐ Highlight strong examples and common improvement areas

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Evaluate how effectively team members adapt their explanations based on customer reactions
- **Trainer Coaching:** Reinforce the ability to:
 - ▶ Adjust tone and approach
 - ▶ Maintain clarity and confidence
 - ▶ Keep explanations simple while addressing concerns

- ★ The explanation must adapt to the customer—not just be repeated
- ★ Customers respond differently—tone, pacing, and messaging should adjust
- ★ Simplicity creates clarity, even when handling objections
- ★ Confidence reinforces credibility

Getting Started & What To Do

General Notes

- This activity focuses on helping team members:
 - ▶ Recognize different customer reactions
 - ▶ Adjust their explanations in real time
 - ▶ Maintain clarity, urgency, and confidence
- This is a mini role-play activity, not a scripted exercise
- The trainer provides:
 - ▶ Inspection findings
 - ▶ Customer reactions
- Team members must:
 - ▶ Explain the problem
 - ▶ Adjust their response based on the reaction
- All team members should participate by:
 - ▶ Responding
 - ▶ Observing
 - ▶ Providing feedback

Time Guidance

- Discussion: 5–10 minutes
- Role-play rounds: 15–20 minutes
- Wrap-up: 8–10 minutes

During the Activity

- Observe how team members:
 - ▶ Adjust their explanation based on customer reactions
 - ▶ Maintain confidence when challenged
 - ▶ Keep explanations clear and simple
- Identify patterns to reinforce during discussion

After Each Exercise

- Have team members share:
 - ▶ What worked well
 - ▶ What could be improved
 - ▶ One adjustment for next time

Step-by-Step Delivery

Step 1: Trainer Discussion — Recognizing Customer Hesitation

Time: 5-10 minutes

Purpose: Build awareness of common customer reactions

Key Points to Cover

Customers may respond in different ways:

- Skepticism → "I've never had this issue before."
- Downplaying urgency → "I'll deal with it later."
- Distrust / cost concern → "How do I know I really need this?"

Reinforce Core Idea

The response should adapt, not be repeated louder or longer

The goal is to:

- Clarify
- Reframe
- guide the conversation forward

Trainer Prompt

- How do customers usually react when they're unsure?
- What happens if we don't adjust our explanation?

Step 2: Mini Role-Play — Adapting the Explanation

Time: 15-20 minutes

Purpose: Practice adjusting explanations in real time

How It Works

1. Trainer provides inspection findings
2. Team member explains the problem (Findings → Problem → Consequences)
3. Trainer introduces a customer reaction
4. Team member adjusts their response
5. Group evaluates
6. Repeat at least 3 times, swapping the person playing the team member (if possible) and changing the customer reaction.

Trainer Example Setup

"Here's what we found: ant activity along the baseboards in multiple areas."

Team Member Step 1

Explain:

- The problem
- The consequences

Trainer Introduces Reaction

Examples:

- Skepticism: *"I've never had this issue before."*
- Delay / hesitation: *"I'll think about it and get back to you."*
- Confusion: *"I don't really understand why this is a problem."*

Team Member Step 2

Adjust their response by:

- Simplifying the explanation
- Reinforcing risk
- Maintaining confidence
- Guiding toward action

Observer Role

Evaluate:

- Did the response adapt to the reaction?
- Was it clear and simple?
- Did it reinforce urgency?
- Did it maintain confidence?

Trainer Role

Control the flow of findings and reactions

Allow responses to play out before coaching

Highlight:

- Strong phrasing
- Missed opportunities

Ask:

- *"Did that address the concern?"*
- *"Was that clear or did it get more complicated?"*
- Repeat.

Step 3: Final Reflection Discussion & Activity Wrap-Up

Time: 8-10 minutes

Purpose: Reinforce adaptability and real-world application

Group Discussion

Review:

- Which reactions were hardest to handle
- What responses worked best
- Where explanations became too complex

Team Member Reflection — Ask

- *What was the most difficult reaction to handle?*
- *What's one way you can improve your response next time?*
- *How can you adjust your approach for different customer personalities?*

Trainer Close

Reinforce:

- Adaptability drives customer decisions
- Clarity builds trust
- Simplicity keeps customers engaged

“If your explanation changes with the customer, you stay in control of the conversation.”