

# PRESENTING SOLUTIONS THE RIGHT WAY

## DETAILS

- **ESTIMATED TIME:** 45-60 Minutes
- **DELIVERY MODE:** Trainer-Guided Discussion + Written Practice
- **FACILITATOR:** General Manager or Designated Individual

## VTM MATERIALS

- Trainier Activity Guide
- Worksheet: Presenting Solutions the Right Way

## TRAINER'S ACTIONS & CHECKLIST

- ☐ Use the Trainer Activity Guide to:
  - ☐ Reinforce confirming customer understanding
  - ☐ Model how to connect problems to solutions
  - ☐ Introduce the Findings → Solution → Benefit structure
  - ☐ Facilitate written practice and group discussion
- ☐ Ensure all team members complete the worksheet
- ☐ Guide discussion on clarity, simplicity, and relevance
- ☐ Reinforce connecting solutions directly to customer concerns

## FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Evaluate how well team members connect the problem to a clear, relevant solution
- **Group Reflection:** Encourage discussion using prompts such as:
  - ▶ *What made the solution feel relevant to the problem?*
  - ▶ *What would make the explanation clearer or more customer-focused?*

- ★ If the customer doesn't acknowledge the problem, they won't care about the solution
- ★ Every solution must clearly connect to the problem
- ★ Focus on benefits, not just services
- ★ Keep explanations simple and customer-friendly

## Getting Started & What To Do

### General Notes

- This activity focuses on helping team members:
  - ▶ Confirm customer understanding
  - ▶ Define the problem clearly
  - ▶ Present solutions that directly connect to findings
- This is a **trainer-guided discussion + written practice activity**
- The trainer provides context and guidance
- Team members complete written responses, then discuss
- Focus on:
  - ▶ Clarity
  - ▶ Simplicity
  - ▶ Relevance to customer concerns

### Time Guidance

- Discussion & modeling: 8–10 minutes
- Written activity: 10–15 minutes
- Group discussion: 15–20 minutes
- Wrap-up: 8–10 minutes

### During the Activity

- Observe how well team members:
  - ▶ Connect problems to solutions
  - ▶ Explain benefits clearly
  - ▶ Keep explanations simple and relevant
- Identify common strengths and gaps

### After Each Exercise

- Have team members reflect on:
  - ▶ What worked well
  - ▶ What needs refinement
  - ▶ What they will apply in the field

## Step-by-Step Delivery

### Step 1: Trainer Discussion — Connecting the Problem to the Solution

**Time:** 8–10 minutes

**Purpose:** Reinforce how solutions should be presented to customers

#### Key Points to Cover

- Customers don't buy services—they solve problems

- The solution must clearly connect to:
  - ▶ What was found
  - ▶ Why it matters
- Confirming understanding is critical before presenting a solution

**Trainer Prompt**

- What happens if the customer doesn't fully understand the problem?
- Why might a customer reject a solution?

**Introduce the Structure**

Explain:

- Findings: What was observed
- Solution: What we recommend
- Benefit: How it solves the problem

**Model Example**

*"I observed termite activity in your crawlspace. Our termite protection service addresses this by eliminating the current issue and preventing future damage, giving you long-term peace of mind."*

**Step 2: Written Practice — Connecting the Problem to the Solution**

**Time:** 10-15 minutes

**Purpose:** Practice structuring clear, relevant solution explanations

**Trainer Instructions**

- Have team members complete the worksheet, or use scratch paper to follow along from their iPad.
- Reinforce:
  - ▶ Keep explanations simple
  - ▶ Focus on connecting the solution directly to the problem
  - ▶ Avoid overly technical language

**Team Member Task**

For each scenario:

- Explain the problem clearly
- Present a solution that connects directly to that problem

**Trainer Role**

- Circulate and support as needed
- Provide clarification if team members struggle with:
  - ▶ Service knowledge
  - ▶ Connecting benefits

**Step 3: Final Reflection Discussion & Activity Wrap-Up**

**Time:** 15-20 minutes

**Purpose:** Reinforce adaptability and real-world application

**How It Works**

- Ask selected team members to share responses
- Review each response as a group

**Discussion Prompts**

- Did the solution clearly connect to the problem?
- Was the explanation easy to understand?
- Were benefits clearly explained?

**Trainer Role**

**Highlight:**

- Strong connections between problem and solution
- Overly complicated responses
- Missed opportunities to emphasize benefits

**Reinforce:**

- Simplicity
- Relevance
- Customer focus

**Step 4: Final Reflection Discussion & Activity Wrap-Up**

**Time:** 8–10 minutes

**Purpose:** Reinforce application in real customer interactions

**Group Discussion**

**Review:**

- What made solutions feel clear and relevant
- Common mistakes in explaining solutions
- Where explanations became too technical

**Team Member Reflection — Ask**

- What do you think you did well in your explanations?
- Where do you need to improve?
- What will you do differently in your next customer interaction?

# WORKSHEET: PRESENTING SOLUTIONS THE RIGHT WAY

**Instructions:** For each of the following scenarios, write how you would explain the problem to the customer and transition into the recommended solution.

## Exercise 1: Connecting the Problem to the Solution

1. Termites have been found in a customer's crawlspace, but they don't see visible damage and are unsure if treatment is necessary.

- Your Explanation:

- Your Solution:

2. A homeowner's lawn has been taken over by crabgrass and they want it eliminated.

- Your Explanation:

- Your Solution:

3. A customer has seen roaches in their kitchen and they have tried DIY treatments. Despite the failure of their treatments, they continue to think they can handle it on their own.

- Your Explanation:

- Your Solution: