1

VTM

Guided Role-Play: Steps 3 & 4: Presenting Solutions, Part 1

DETAILS

- **ESTIMATED TIME**: 50-60 Minutes
- **DELIVERY MODE**: Guided Role-play
- **FACILITATOR:** General Manager or Designated Individual

VTM MATERIALS

- Trainier Activity Guide
- Role-Play Notes Pages
- Optional:
  - Sample inspection findings
  - Inspection graph
  - Fast Fact Sheets
  - Proposal Folder materials

TRAINER'S ACTIONS & CHECKLIST

- [ ] Use the trainer activity guide to:
  - Deliver the guided role-play
  - Facilitate partner feedback and self-reflection
  - Lead the group discussion and activity wrap-up
- [ ] Reinforce the importance of presenting solutions using evidence, value, and customer-focused communication.
- [ ] Identify specific skills team members should continue improving in future customer interactions.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Provide feedback after each role-play on confidence, credibility, clarity, and responsiveness.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *What helped make the recommendation more believable to the customer?*
  - *What is one adjustment you will apply in your next customer conversation?*

- ✶ This activity requires the completion of two role-play rounds.
- ✶ Encourage Adaptability: Not every customer accepts findings immediately. Team members should adjust their approach based on the customer's concerns.
- ✶ Focus on Clarity, Not Perfection: The goal is to communicate value and build confidence, not deliver a perfect presentation.
- ✶ Debrief After Each Role-Play: Have partners discuss what worked well and what could be improved before sharing as a group.

Getting Started & What To Do

General Notes

- This role-play is not scripted.
- This VTM focuses on presenting solutions to a customer who is skeptical about the severity of the issue.
- The Sales Inspector should assume the problem has already been defined. Their goal is to present the solution, explain the benefits, and respond appropriately to the customer's reaction.
- The focus is on connecting findings to solutions while overcoming skepticism through evidence and value.
- Each team member should complete two role-play rounds.

Time Guidance

- Plan for 10–15 minutes per role-play round, adjusting as needed:
  - 3–5 minutes for the scenario
  - A few minutes for notes
  - Remaining time for feedback and discussion

Notes Usage

- Notes should evaluate the **team member's performance**, not the customer.
- The team member playing the customer evaluates their partner.
- The team member playing the Sales Inspector completes a self-assessment.

During the Activity

- Observe how well team members:
  - Support recommendations with evidence
  - Address skepticism professionally
  - Present value clearly
  - Maintain confidence without becoming pushy
- Note patterns to address during the final discussion.

After Each Role-Play

- Have team members provide feedback using their notes highlighting:
  - What worked well
  - What needs improvement
  - One clear adjustment to apply next round
- Facilitate a group discussion to share observations and insights.

Step-by-Step Delivery

Step 1: Explain the Activity

Time: 5-8 minutes

Purpose: Set clear expectations for presenting solutions to skeptical customers.

1. Explain that this role-play focuses on presenting solutions to a customer who questions whether the issue is serious enough to require service.
2. Reinforce:
   - The problem has already been defined.
   - The role-play begins when the Sales Inspector presents the recommendation.
   - This role-play is not scripted.
3. Discuss why skepticism occurs:
   - Customers may not have experienced the problem before.
   - Customers may not see visible damage.
   - Customers may question whether the recommendation is necessary.
4. Review the notes page structure:
   - **Left column:** Needs work
   - **Center column:** Minimum expectations + examples
   - **Right column:** Good job
5. Review the focus areas for this VTM:
   - Supporting claims with evidence
   - Reframing skepticism into awareness
   - Strategic questioning
   - Presenting solutions confidently

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to handle skepticism while maintaining trust.

- Review the Findings ➔ Solution ➔ Benefit approach:
  - **Findings:** What was discovered
  - **Solution:** Recommended service
  - **Benefit:** How it solves the customer's problem
- Discuss how inspection graphs, Fast Fact Sheets, and other materials can support recommendations.
- Reinforce:
  - Evidence builds credibility.
  - Confidence builds trust.
  - More pressure does not equal more persuasion.
- Pair up the team and assign roles:
  - One Customer
  - One Sales Inspector

Step 3: Role-Play Scenarios & Adjustments

Time: 10–15 minutes per round

Purpose: Practice presenting solutions and overcoming skepticism through evidence-based communication.

Round 1: Presenting the Recommendation

Instructions for Team Members

- The Sales Inspector should:
  - Present the recommendation using Findings → Solution → Benefit
  - Support claims using evidence from the inspection
  - Respond professionally to customer skepticism
- Focus on:
  - Confidence
  - Clarity
  - Credibility
  - Customer understanding

Customer Role

- Act as a skeptical customer.
- Question whether the issue is serious enough to require service.
- Ask for additional clarification or proof if appropriate.

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Effective use of evidence
  - Confidence in recommendations
  - Logical connection between findings and solution
  - Ability to address skepticism professionally
- Ensure notes are being captured using the role-play notes pages.
- Reinforce that notes should evaluate the team member's performance, not the customer.

Post-Round 1: Partner Feedback & Self-Assessment

Time: 2–3 minutes

After completing Round 1:

- The customer partner provides feedback using their notes.
- The Sales Inspector completes their self-assessment.
- Each pair briefly discusses:
  - What met or exceeded expectations
  - What needs improvement
  - One specific adjustment to apply in Round 2

Round 2: Role Swap & Adjustment

- Have team members:

- Switch roles (Customer → Sales Inspector)
- Switch partners, if applicable
- Begin Round 2 of the role-play.

Encourage team members to:

- Apply at least one adjustment identified in Round 1
- Strengthen credibility through evidence
- Present solutions with greater confidence

Trainer Role During Round 2

- Continue circulating and observing.
- Look for visible improvements from Round 1.
- Note examples of effective skepticism handling.

Post-Round 2: Final Pair Discussion

After completing Round 2:

- Partners provide feedback and finish their notes.
- Each team member identifies:
  - One improvement they successfully made
  - One area they still need to work on

Step 4: Final Reflection Discussion & Activity Wrap Up

Time: 8–10 minutes

Purpose: Reinforce effective solution presentation and customer trust-building.

Begin by reviewing key observations from the activity:

- Common strengths demonstrated across role-plays
- Patterns in areas needing improvement
- Notable examples of strong credibility and customer-focused recommendations

Call out how:

- Supporting recommendations with evidence increased customer confidence
- Small adjustments in wording or delivery made recommendations more believable and persuasive

Team Member Reflection, ask:

Have each team member use their role-play notes pages or scratch paper to write their responses before sharing.

- *What is one thing you improved from Round 1 to Round 2?*
- *What feedback from your partner stood out the most?*
- *What adjustment will you apply in your next real customer introduction?*

After writing, call on team members to share their responses and discuss as a group.

Trainer Close:

- Highlight 1–2 **strong examples** from the role-plays
- Call out 1–2 **common improvement** areas for the team
- Reinforce expectations for applying these skills in the field before the next VTM

VTM Notes Page

PRESENTING SOLUTIONS: THE DISBELIEVING CUSTOMER

Customer Behavior Snapshot: The customer does not believe the issue is as serious as the Sales Inspector is presenting. They are skeptical about the recommendation and want additional proof before accepting the need for service.

Observe and assess how the team member uses evidence, credibility, and customer-focused communication to address skepticism and reinforce the value of the recommendation.

Notes Used:

- Supporting Claims with Evidence
- Strategic Questioning
- Skepticism & Reframing Concerns

Focus Areas:

- Supporting findings with evidence from the inspection.
- Reinforcing long-term risks and consequences.
- Addressing skepticism without becoming defensive.
- Connecting findings logically to the recommended solution.
- Maintaining confidence while remaining customer-focused.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member support recommendations with evidence?
- Do they address skepticism without appearing dismissive?
- Is the recommendation clear and logical?
- Does the customer concern get addressed directly?
- Is the transition into the solution smooth and natural?

Supporting Claims with Evidence

For reinforcing credibility through the effective use of documentation, inspection findings, and tangible proof.

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.
	Uses the inspection graph, Fast Fact Sheets, and proposal materials to justify findings. Examples: • Points to specific areas in the inspection graph to reinforce findings. • Uses Fast Fact Sheets to validate explanations. • Clearly explains how findings connect to customer concerns.	

VTM Notes Page

Strategic Questioning

For asking purposeful, open-ended questions that encourage customer dialogue and uncovers key concerns.

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.
	Uses well-structured open-ended questions that invite discussion and uncover customer concerns. Examples: • Begins with "What" or "How" instead of "Do you" or "Is there." • Builds on customer responses with relevant follow-ups • Adjusts questioning based on customer engagement level.	

Skepticism & Reframing Concerns

For overcoming hesitation & skepticism 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.
	Recognizes customer skepticism and confidently reframes concerns into opportunities. Examples: • Acknowledges customer doubts without becoming defensive. • Uses clear, positive language to reframe hesitation into curiosity. • Provides reassurance through facts, testimonials, or service benefits.	