VTM

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

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 communicating value and long-term benefits when discussing service costs.
- [ ] 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 communicate value beyond the price of the service?*
  - *What is one adjustment you will apply in your next customer conversation?*

✶ This activity requires the completion of two role-play rounds.

✶ Encourage Adaptability: Customers have different reasons for hesitating about cost. Team members should adjust their approach accordingly

✶ Focus on Value, Not Price: The goal is to help customers understand the benefits and outcomes of the service.

✶ 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 hesitant because of cost.
- 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 communicating value, addressing price concerns, and guiding the customer toward a decision.
- 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:
  - Communicate value
  - Address cost objections
  - Maintain confidence in the recommendation
  - Transition toward scheduling the service
- 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 customers who are hesitant about cost.

1. Explain that this role-play focuses on customers who believe the service is too expensive or are uncertain about committing.
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 common reasons customers hesitate:
   - Concern about budget
   - Comparing cost to perceived need
   - Uncertainty about value
   - Fear of making the wrong decision
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:
   - Value-based communication
   - Objection handling
   - Customer engagement
   - Confident recommendations

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to communicate value and address price objections professionally

- Discuss the difference between:
  - Explaining a service
  - Communicating its value
- Reinforce:
  - Price objections are often value questions.
  - Customers need to understand what the service does for them.
  - Lowering perceived value weakens recommendations.
- Review how to connect:
  - Findings → Solution → Benefits
  - Long-term outcomes
- 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 communicating value and addressing customer concerns about cost.

Round 1: Presenting the Recommendation

Instructions for Team Members

- The Sales Inspector should:
  - Present the recommendation using Findings → Solution → Benefit
  - Address concerns about cost professionally
  - Reinforce value without becoming defensive
- Focus on:
  - Confidence
  - Value
  - Customer relevance
  - Professionalism

Customer Role

- Act as a cost-conscious customer.
- Express concern about the price of the service.
- Question whether the recommendation is worth the investment.
- Ask whether the issue can wait or be handled another way.

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Strong value communication
  - Effective objection handling
  - Confidence in the recommendation
  - Logical connection between problem and solution
- 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
  - Choose a different form reason tone for the defensive customer.
- 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 value-based communication and confident recommendation skills.

Begin by reviewing key observations from the activity:

- Common strengths demonstrated across role-plays
- Patterns in areas needing improvement
- Notable examples of strong value communication and customer engagement

Call out how:

- Connecting service benefits to customer concerns increased perceived value
- Small adjustments in wording and confidence helped reduce resistance to price

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 f**rom the role-plays
- Call out 1–2 c**ommon improvement** areas for the team
- Reinforce expectations for applying these skills in the field before the next VTM

VTM Notes Page

PRESENTING SOLUTIONS: THE COST-CONSCIOUS CUSTOMER

Customer Behavior Snapshot: The customer believes the recommended service is too expensive or is hesitant to commit because of the cost. They are focused on price and uncertain whether the service provides enough value to justify the investment.

Observe and assess how the team member communicates value, addresses price concerns, and reinforces the long-term benefits of the recommendation.

Notes Used:

- Value-Based Communication
- Engagement & Connection
- Responding to Objections & Handling Rejection

Focus Areas:

- Framing the service as an investment rather than an expense.
- Connecting recommendations to customer concerns and needs.
- Communicating long-term value and benefits.
- Addressing price objections without reducing perceived value.
- Transitioning confidently toward scheduling the service.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member clearly articulate the value of the service?
- Do they address price concerns professionally and confidently?
- Is the recommendation connected to the customer's needs and concerns?

Value-Based Communication

For positioning service costs as long-term investments rather than immediate expenses.

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.
	Frames the service as a proactive investment rather than just an expense. Examples: • Uses real-world comparisons (e.g., "This is like routine car maintenance—preventative action saves money long-term.") • Highlights cost savings through prevention rather than repair. • Adjusts framing of price based on customer priorities.	

Notes Page

Engagement & Connection

For establishing rapport, making interactions feel natural, and keeping the customer engaged.

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.
	Establishes rapport and makes the interaction feel personal and engaging. Examples: • Uses a friendly and approachable demeanor that puts the customer at ease. • Finds a small personal connection to make the conversation feel natural. • Shows enthusiasm and genuine interest in the interaction.	

Responding to Objections & Handling Rejection

For addressing customer concerns professionally, reframing objections, and maintaining composure in rejection.

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.
	Addresses objections professionally, reframes concerns with confidence, and provides clear solutions. Examples: • Acknowledges the concern before responding. • Uses positive language to reframe objections or de-escalate frustration. • Maintains composure and closes the conversation professionally even if the customer refuses service.	