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VTM

Guided Role-Play: Steps 5 & 6: Selling Solutions w/ Value, pt 1

DETAILS

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

VTM MATERIALS

- Trainier Activity Guide
- Role-Play Notes Pages
- Optional:
  - Sales Manual
  - Features & Benefits Materials
  - Service Literature

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 connecting professional expertise to customer outcomes.
- [ ] 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, value communication, and customer engagement.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *What helped communicate the value of professional service?*
  - *What is one adjustment you will apply in your next customer conversation?*

Key Reminders

- This activity requires the completion of two role-play rounds.
- Encourage Adaptability: Customers may be confident in their own abilities and require a different approach.
- Focus on Value, Not Superiority: Position professional service without belittling the customer.
- Debrief After Each Role-Play: Discuss strengths, opportunities, and adjustments before sharing as a group.

Getting Started & What To Do

General Notes

- This role-play is not scripted.
- Each team member should complete two role-play rounds.
- This VTM focuses on presenting Massey's services to customers who prefer handling pest, lawn, or termite concerns themselves.
- Team members should assume the problem has already been identified and explained.
- The focus is on connecting Massey's expertise, service quality, and long-term value to customer benefits.

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:
  - Position professional expertise over DIY approaches.
  - Connect service features to meaningful benefits.
  - Use examples to reinforce value.
  - Maintain a respectful, customer-focused tone.
- 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 expectations for presenting professional solutions to customers who prefer handling issues themselves.

1. Explain that this role-play focuses on customers who believe they can handle pest, lawn, or termite concerns without professional help.
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 DIY customers resist professional service:
   - Customers may have had success treating issues themselves in the past.
   - Customers may view professional service as unnecessary or expensive.
   - Customers may believe the visible problem is the only problem that exists.
   - Customers often don't recognize the long-term value of prevention and ongoing management.
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:
   - Professional expertise
   - Long-term value
   - Customer benefits
   - Respectful communication

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to connect Massey's expertise to customer outcomes.

- Review the difference between:
  - DIY fixes
  - Professional prevention and long-term protection
- Reinforce:
  - Customers should never feel dismissed.
  - Benefits should be tied to customer priorities.
  - Confidence should come from value, not pressure.
- Pair up and assign roles.
  - One Customer
  - One Sales Inspector

Step 3: Role-Play Scenarios & Adjustments

Time: 10–15 minutes per round

Purpose: Practice presenting professional value to customers who prefer DIY solutions.

Round 1: Initial Role-Play

Instructions for Team Members

- The Sales Inspector should:
  - Present the recommendation using Features → Benefits.
  - Explain why professional service provides long-term value.
  - Reinforce hidden risks and limitations of DIY solutions.
  - Connect recommendations to customer priorities and outcomes.
- Focus on:
  - Confidence
  - Customer benefits
  - Professional expertise
  - Long-term value

Customer Role

- Act as a customer who handles their own pest, lawn, or termite concerns.
- Question whether professional service is necessary.
- Express confidence in your current DIY approach.
- Ask why you should pay for a service you believe you can do yourself.

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Effective explanation of professional expertise
  - Clear feature-to-benefit connections
  - Respectful handling of customer confidence
  - Long-term value communication
- 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:

- Strong examples of benefit-focused communication
- Effective explanations of professional expertise
- Common improvement opportunities

Call out how:

- Connecting professional expertise to customer outcomes increased perceived value.
- 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 explanation felt most natural during the role-play?*
- *What adjustment will you apply in your next customer conversation?*

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

Notes Page

SELLING SOLUTIONS WITH VALUE: THE DIY EXPERT CUSTOMER

Customer Behavior Snapshot: The customer has always handled their own pest, lawn, or termite concerns and questions whether professional service is necessary. They are confident in their own methods and need help understanding the benefits of professional prevention and expertise.

Observe and assess how the team member positions professional expertise and service benefits without dismissing the customer's experience.

Notes Used:
- Verbal Communication
- Engagement & Connection
- Value-Based Communication

Focus Areas:
- Explaining the benefits of professional expertise.
- Reinforcing the limitations of short-term DIY solutions.
- Using relatable examples to support recommendations.
- Connecting features to customer outcomes.
- Maintaining respect and professionalism.

Questions to Ask Yourself When Evaluating Communication Skills:
- Does the team member explain professional value clearly?
- Do they avoid dismissing the customer's experience?
- Are benefits tied directly to customer concerns?
- Is the conversation customer-focused and engaging?
- Does the customer feel confident in Massey's expertise?

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: • Uses a steady, natural pace for clarity. • Adjusts tone based on customer engagement. • Provides explanations without overwhelming the customer.	

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.	

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.	