

GUIDED ROLE-PLAY: STEPS 5 & 6: SELLING SOLUTIONS W/ VALUE, PT 2

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 clarity, trust-building, and benefit-focused communication.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
 - ▶ *What explanation helped simplify Massey's approach?*
 - ▶ *What adjustment will you apply when discussing Massey's tools and processes?*

Key Reminders



- ★ This activity requires the completion of two role-play rounds.
- ★ Customers don't need every technical detail. Simplicity builds trust.
- ★ Focus on outcomes and benefits rather than technical terminology.
- ★ Help customers understand why the tools matter.
- ★ **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 tools, processes, and technology to customers who prefer simple solutions.
- Team members should assume the problem has already been identified and explained.
- The focus is on translating technical features into 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:
 - ▶ Simplify technical concepts.
 - ▶ Connect tools and processes to outcomes.
 - ▶ Build trust through clarity.
 - ▶ Avoid overwhelming the customer.
- 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 discussing Massey's tools and processes in a customer-friendly way.

1. Explain that this role-play focuses on customers who question Massey's inspection process, documentation, or technology.
2. Reinforce:
 - The role-play begins during the recommendation phase.
 - The goal is not to explain every technical detail.
 - Benefits matter more than process descriptions.
3. Discuss why customers question Massey's tools and technology:
 - Customers may not understand how Massey's tools improve results.
 - Customers may believe a simpler service is sufficient.
 - Customers may feel overwhelmed by technical language or unfamiliar processes.
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:
 - Simplicity
 - Trust-building
 - Benefits
 - Customer understanding

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to simplify complex concepts.

- Review example of technical explanation vs. customer-friendly explanation
- Reinforce:
 - ▶ Customers care about outcomes.
 - ▶ Simpler explanations are often more effective.
 - ▶ Benefits should always be easier to understand than the process itself
- 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 simplifying technical concepts and connecting Massey's tools to meaningful customer benefits without being patronizing or condescending.

Round 1: Initial Role-Play

Instructions for Team Members

- The Sales Inspector should:
 - ▶ Explain Massey's tools and processes using customer-friendly language.
 - ▶ Connect technical features to customer benefits.
 - ▶ Reinforce how Massey's approach creates better long-term results.
 - ▶ Focus on outcomes rather than technical details.
- Focus on:
 - ▶ Simplicity
 - ▶ Trust-building
 - ▶ Benefits
 - ▶ Customer understanding

Customer Role

- Question Massey's inspection graph, documentation, or advanced approach.
- Ask why a simpler service isn't enough.
- Show uncertainty about the value of Massey's process.
- Act confused about elements of the explanation.

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
 - ▶ Simplification of technical concepts
 - ▶ Clear explanation of benefits
 - ▶ Trust-building language
 - ▶ Avoidance of information overload
 - ▶ A professional and respectful tone
- 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 clear communication, customer trust, and benefit-focused explanations.

Begin by reviewing key observations from the activity:

- Strong examples of simplifying complex concepts
- Effective trust-building communication
- Common opportunities to improve clarity and customer understanding

Call out how:

- Explaining customer benefits instead of technical details increased customer confidence.
- Small adjustments in wording helped make Massey's tools and processes feel more approachable and valuable.

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 technical concept was most difficult to explain clearly?*
- *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** 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

SELLING SOLUTIONS W/ VALUE: THE TECHNOLOGY SKEPTIC CUSTOMER

Customer Behavior Snapshot: The customer questions why Massey uses inspection graphs, detailed documentation, or advanced treatment approaches. They believe a simpler service should be enough and need reassurance that Massey's tools provide meaningful value.

Observe and assess how the team member explains Massey's tools, processes, and technology in a clear, customer-friendly manner.

Notes Used:

- Supporting Claims with Evidence
- Engagement & Connection
- Qualifying Massey & Framing Benefits

Focus Areas:

- Simplifying technical concepts.
- Connecting tools to customer benefits.
- Reinforcing convenience and accuracy.
- Building customer trust through confidence and clarity.
- Avoiding technical overload.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member explain Massey's tools clearly?
- Are technical concepts translated into customer benefits?
- Does the explanation build trust and confidence?
- Does the customer understand why the tools matter?
- Are benefits emphasized over processes?

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.	

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.	

Qualifying Massey & Framing Benefits

For effectively positioning Massey's value by qualifying the company and connecting features to customer benefits.

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 clear, structured language to qualify Massey's value and connect features to customer benefits. Examples: • Clearly connects features to customer benefits, including value-added differentiators. • Uses company qualifiers (e.g., service guarantees, reputation) to build trust and reinforce credibility. • Frames explanations around customer priorities (e.g., safety, convenience, cost-effectiveness) while keeping responses clear and concise.	