VTM

Guided Role-Play: Steps 5 & 6: Selling Solutions w/ Value, pt 3

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 prevention messaging, objection handling, and value communication.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *What helped communicate the value of ongoing protection?*
  - *What adjustment will you apply when discussing long-term service plans?*

Key Reminders

- ✶ This activity requires the completion of two role-play rounds.
- ✶ Prevention is often easier and less costly than reaction.
- ✶ Help customers understand long-term value.
- ✶ Position service plans as protection, not expense.
- ✶ Reinforce benefits without creating unnecessary fear.
- ✶ 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 customers who want a one-time solution instead of ongoing protection.
- Team members should assume the problem has already been identified and explained.
- The focus is on positioning prevention as a customer benefit.

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:
    - Explain prevention clearly.
    - Position long-term value.
    - Address objections professionally.
    - Connect recommendations to customer outcomes.
- 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 prevention and long-term protection.

1. Explain that this role-play focuses on customers who only want to solve today's problem.

2. Reinforce:
   - The role-play begins during the recommendation phase.
   - The objective is to explain the value of prevention.
   - Prevention should be positioned as protection, not an expense.
3. Discuss why customers prefer one-time solutions:
   - Customers may only be focused on the immediate issue they can see.
   - Customers may not recognize the risk of future infestations or recurring problems.
   - Customers may view ongoing service as an unnecessary expense rather than an investment.
   - Customers often underestimate how much time, money, and frustration prevention can save over time.
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 position long-term prevention as a benefit.

- Discuss how:
  - Reactive service vs. preventative service
  - Short-term fixes vs. long-term protection
- Reinforce:
  - Prevention often saves time, money, and stress.
  - Ongoing service should be tied to customer outcomes.
  - Service guarantees support long-term peace of mind.
- 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 long-term prevention as a valuable solution to customers seeking a one-time fix.

Round 1: Initial Role-Play

Instructions for Team Members

- The Sales Inspector should:
  - Explain the value of ongoing prevention.
  - Connect service guarantees to customer protection.
  - Reinforce the long-term benefits of continued coverage.
  - Position prevention as a smart investment rather than an expense.
- Focus on:
  - Prevention
  - Long-term value
  - Customer benefits
  - Confidence

Customer Role

- Ask for a one-time treatment.
- Question the need for ongoing service.
- Push back on long-term plans.
- Focus on solving the immediate problem only.

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Clear explanations of prevention
  - Strong benefit-based communication
  - Effective objection handling
  - Logical connection between service and long-term protection
- 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 prevention-focused communication and long-term value positioning

Begin by reviewing key observations from the activity:

- Strong examples of prevention-focused recommendations
- Effective handling of objections to long-term service
- Common opportunities to improve value communication

Call out how:

- Connecting prevention to customer outcomes increased the perceived value of ongoing service.
- Small adjustments in confidence, phrasing, and examples helped customers see long-term protection as an investment rather than an expense.

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 prevention benefit resonated most strongly during the role-play?*
- *What adjustment will you apply in your next customer conversation?*

Trainer Activity Guide

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

SELLING SOLUTIONS W/ VALUE: THE ONE-TIME FIX CUSTOMER

Customer Behavior Snapshot: The customer is only interested in solving today's problem and questions the need for a long-term service plan. They need help understanding the value of ongoing protection and prevention.

Observe and assess how the team member positions long-term prevention as a valuable solution while addressing concerns about ongoing service.

Notes Used:

- Strategic Questioning
- Qualifying Massey & Framing Benefits
- Responding to Objections & Handling Rejection

Focus Areas:

- Explaining the value of prevention.
- Connecting service guarantees to customer protection.
- Positioning long-term care as a smart investment.
- Addressing objections professionally.
- Transitioning naturally toward scheduling service.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member explain prevention clearly?
- Are long-term benefits communicated effectively?
- Does the recommendation feel relevant to the customer's concerns?
- Is urgency appropriate and professional?
- Does the conversation move naturally toward the next step?

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.	

Notes Page

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.	

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.	