

GUIDED ROLE-PLAY: PRESENTING MASSEY'S VALUE, PART 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
 - ▶ Fast Fact Sheets
 - ▶ Inspection Graph Examples
 - ▶ Massey Proposal Folder

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 building trust and clearly communicating Massey's value.
- ☐ Help team members connect Massey's differentiators, features, and benefits to customer concerns.
- ☐ Identify specific skills team members should continue improving in future customer interactions.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Provide feedback after each role-play on trust-building, communication, value presentation, and objection handling.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
 - ▶ *What helped make Massey's value feel more relevant to the customer?*
 - ▶ *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:** Not every customer immediately recognizes the value of Massey's services.
- ★ **Focus on Benefits, Not Just Features:** Customers need to understand why the service matters.
- ★ **Build Trust First:** Customers are more likely to move forward when they feel understood and informed.
- ★ **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.
- Team members should assume the inspection has already been completed and recommendations are being presented.
- This VTM focuses on customers who are skeptical or hesitant about Massey's recommendations and services.
- The focus is on building trust, reinforcing Massey's value, and professionally handling skepticism.

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:
 - ▶ Build trust and engagement.
 - ▶ Explain Massey's value clearly.
 - ▶ Handle skepticism professionally.
 - ▶ Guide the conversation toward understanding and action.
- 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 handling skeptical customers while reinforcing Massey's value.

1. Set expectations for handling skeptical customers while reinforcing Massey's value.

2. Reinforce:
 - The inspection and findings have already been discussed.
 - The role-play begins when the Sales Inspector presents Massey's value and recommendation.
 - This role-play is not scripted.
3. Discuss Why Customers Become Skeptical:
 - Customers may not currently see evidence of a serious problem.
 - Customers may already have a service provider they are comfortable with.
 - Customers may not understand Massey's process or differentiators.
 - Customers often need additional confidence before making a 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:
 - Building trust and engagement
 - Explaining Massey's value
 - Handling skepticism professionally
 - Guiding the conversation
 - Closing the interaction confidently

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:
 - ▶ Massey's key differentiators
 - ▶ Features versus benefits
 - ▶ How trust impacts buying decisions
- Reinforce:
 - ▶ Customers do not always need more information; they often need more confidence.
 - ▶ Skepticism should be acknowledged, not ignored.
 - ▶ Questions and concerns create opportunities to reinforce value.
- Pair up and assign roles.
 - ▶ One Customer
 - ▶ One Sales Inspector
- **Customer Scenario Options:** The team member playing the customer should choose, or be assigned, one of the following customer types. These are included in their documentation:
 - ▶ Option 1: "I Haven't Had Issues"
 - ▶ Option 2: "My Service Works Just Fine"

- ▶ Option 3: "Skeptical of the Science"

Step 3: Role-Play Scenarios & Adjustments

Time: 10–15 minutes per round

Purpose: Practice reinforcing Massey's value and professionally handling customer skepticism.

Round 1: Initial Role-Play

Instructions for Team Members

- The Sales Inspector should:
 - ▶ Present Massey's value clearly and confidently.
 - ▶ Connect features and differentiators to customer benefits.
 - ▶ Address skepticism professionally.
 - ▶ Guide the customer toward understanding the recommendation.
- Focus on:
 - ▶ Trust-building
 - ▶ Customer understanding
 - ▶ Value communication
 - ▶ Professionalism

Customer Role

- Select one of the approved skeptical customer types and remain consistent with that mindset throughout the interaction.
- Examples include:
 - ▶ *"I don't really have a problem right now."*
 - ▶ *"My current provider works fine."*
 - ▶ *"Why do I need all this documentation and process?"*

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
 - ▶ Strong trust-building behaviors
 - ▶ Clear explanations of Massey's value
 - ▶ Effective handling of skepticism
 - ▶ Logical progression toward a recommendation
- 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 customer type than from round 1
- 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 trust-building and effective communication of Massey's value.

Begin by reviewing key observations from the activity:

- Strong examples of trust-building communication
- Effective explanations of Massey's value
- Common improvement opportunities

Call out how:

- Connecting customer concerns to specific benefits increased credibility.
- Small adjustments in confidence, questioning, and explanation improved customer engagement and trust.

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?*
- *Which customer concern was the most difficult to address?*
- *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

VTM SKEPTICAL/HESITANT CUSTOMERS

These customers are unsure about the need for Massey's services and require strong reassurance. Select one option for each round of roleplay.

OPTION 1: THE "I HAVEN'T HAD ISSUES" CUSTOMER

Customer: "I don't really have a problem right now. Why should I sign up for something I don't need?"

- **Challenge:** The trainee must position Massey's services as a **preventative investment** rather than a reactive fix.
- **Trainer Notes:** See if the Team Member **avoids fear-based selling** and instead **reinforces the value of proactive protection**.

OPTION 2: THE "MY SERVICE WORKS JUST FINE" CUSTOMER

Customer: "I've already got a company, and they seem to do the job just fine. Why switch?"

- **Challenge:** The trainee must differentiate Massey's services **without bashing competitors**.
- **Trainer Notes:** See if the Team Member **effectively qualifies Massey's advantages and service differentiators**.

OPTION 3: THE "SKEPTICAL OF THE SCIENCE" CUSTOMER

Customer: "This all sounds nice, but do I really need an inspection graph and all this stuff? Pest control is just spraying chemicals and sprinkling dust, right?"

- **Challenge:** The trainee must simplify the **importance of Massey's methodology** without overwhelming the customer.
- **Trainer Notes:** Look for **clear, benefit-driven explanations** rather than overly technical details.

PRESENTING MASSEY'S VALUE – THE SKEPTICAL CUSTOMER

Customer Behavior Snapshot: The customer is skeptical or hesitant about the need for Massey's services. The customer may question the seriousness of the issue, the value of switching providers, or the importance of Massey's process and recommendations.

Observe and assess how the team member builds trust, explains Massey's value, and professionally responds to customer skepticism.

Notes Used:

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

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 build trust and engagement?
- Is Massey's value presented clearly and confidently?
- Does the team member acknowledge and address skepticism professionally?
- Is the conversation guided effectively?
- Does the interaction end with a clear and professional 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.	

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.	

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.	