VTM

Guided Role-Play: Presenting Massey's Value, Part 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
  - Fast Fact Sheets
  - Massey Proposal Folder
  - Service Pricing Examples

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.
- [ ] Reinforce the importance of communicating value over price.
- [ ] Help team members connect Massey's services to long-term customer benefits.
- [ ] Identify specific skills team members should continue improving in future customer interactions.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Provide feedback after each role-play on value-based communication, objection handling, and customer engagement.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *What helped communicate value beyond the cost of the 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: Different customers will challenge value in different ways.
- ✶ Focus on Value, Not Discounts: The goal is to help customers understand the benefits they receive.
- ✶ Objections are opportunities to reinforce value and build confidence.
- ✶ 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 concerned about cost, question value, or push back on pricing.
- The focus is on communicating value, reinforcing benefits, and professionally handling objections.

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 instead of focusing on price.
  - Address objections professionally.
  - Build engagement and trust.
  - Maintain confidence when challenged.
- 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 value to customers who focus heavily on price.

1. Explain that this role-play focuses on customers who question the cost of service or challenge the value of the

recommendation.

2. Reinforce:
   - The inspection and findings have already been discussed.
   - The role-play begins when the Sales Inspector presents the recommendation.
   - This role-play is not scripted.
3. Discuss Why Customers Focus on Price:
   - Customers may not fully understand the value of the service.
   - Customers may compare price before comparing benefits.
   - Customers may have had poor experiences with previous service providers.
   - Customers often view service as an expense rather than an investment.
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
   - Professional objection handling
   - Building engagement and trust
   - Reinforcing service benefits
   - Maintaining confidence

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to communicate value and address cost concerns.

- Review the difference between:
  - The difference between cost and value
  - Features versus benefits
  - Long-term protection versus short-term expense
- Reinforce:
  - Customers do not buy services because they are inexpensive.
  - Customers buy services because they believe they deliver value.
  - The conversation should focus on outcomes, guarantees, protection, and peace of mind.
- 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: The "I Can't Afford That" Customer

- Option 2: The "Make Me Want It" Customer
- Option 3: The "Discount Demander" Customer

Step 3: Role-Play Scenarios & Adjustments

Time: 10–15 minutes per round

Purpose: Practice reinforcing value and professionally handling cost objections.

Round 1: Initial Role-Play

Instructions for Team Members

- The Sales Inspector should:
  - Present the recommendation using benefits that align with customer priorities.
  - Reinforce long-term value instead of focusing on price alone.
  - Address objections professionally and confidently.
  - Connect recommendations to protection, convenience, peace of mind, and savings.
- Focus on:
  - Value communication
  - Confidence
  - Customer priorities
  - Professionalism

Customer Role

- Select one of the approved customer types and remain consistent with that mindset throughout the interaction.
- Examples include:
  - *"I just don't have the money right now."*
  - *"Convince me why this is worth it."*
  - *"Can you knock something off the price?"*

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Effective value-based communication
  - Professional handling of objections\
  - Strong customer engagement
  - Confidence when discussing pricing
- 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: RReinforce trust-building and effective communication of Massey's value.

Begin by reviewing key observations from the activity:

- Strong examples of value-based communication
- Effective handling of cost objections
- Common improvement opportunities

Call out how:

- Connecting benefits to customer priorities increased perceived value.

- Small adjustments in confidence and phrasing helped reduce price resistance without discounting the service.

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 cost objection was 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 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 Skeptical/Hesitant Customers

These customers either focus on cost or push the trainee to prove the service's value. Select one option for each round of roleplay.

OPTION 1: THE "I CAN'T AFFORD THAT" CUSTOMER

Customer: "This all sounds great, but I just don't have the money right now."

- **Challenge:** The trainee must position Massey's service as a **long-term investment rather than an immediate expense.**
- **Trainer Notes:** See if the Team Member **frames the conversation around value, cost savings, and guarantees. protection.**

OPTION 2: THE "MAKE ME WANT IT" CUSTOMER

Customer: "Alright, convince me. Why should I spend my money on this, and on you?"

- **Challenge:** The trainee must take control of the conversation **without becoming defensive.**
- **Trainer Notes:** Look for **confidence and structured selling points** rather than excessive persuasion.

OPTION 3: THE "DISCOUNT DEMANDER" CUSTOMER

Customer: "I like it, but I need a discount. Can you knock *something* off the price?"

- **Challenge:** The trainee must reinforce Massey's **value and pricing structure** without immediately caving to discounts.
- **Trainer Notes:** See if the Team Member **handles pricing concerns professionally** while emphasizing long-term benefits.

PRESENTING MASSEY'S VALUE – THE PRICE-CONSCIOUS / CONFRONTATIONAL CUSTOMER

Customer Behavior Snapshot: The customer is focused on cost, questions the value of the recommendation, or challenges the Sales Inspector to justify the investment. The Sales Inspector must reinforce value without becoming defensive or relying on discounts.

Observe and assess how the team member communicates value, addresses objections, and reinforces the benefits of Massey's services.

Notes Used:

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

Focus Areas:

- Framing service as an investment rather than an expense.
- Connecting benefits to customer priorities.
- Addressing objections with confidence and professionalism.
- Maintaining engagement throughout the conversation.
- Reinforcing long-term value without discounting perceived worth.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member communicate value clearly?
- Are objections addressed professionally and confidently?
- Does the recommendation connect to customer priorities?
- Is engagement maintained throughout the conversation?
- Does the customer leave with a stronger understanding of the value being presented?

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.	

VTM Notes Page

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.	

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.	