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VTM Guided Role-Play: Presenting Massey's Value, Part 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
  - Fast Fact Sheets
  - Massey Proposal Folder
  - Marketing Leave-Behind Materials

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 maintaining professionalism even when a customer is not interested in moving forward.
- [ ] Help team members identify opportunities to leave a positive, lasting impression.
- [ ] Reinforce that not every interaction results in a sale, but every interaction impacts the customer's perception of Massey.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Provide feedback after each role-play on professionalism, listening skills, and handling rejection.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *What helped maintain professionalism during a difficult interaction?*
  - *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: Some customers simply are not ready to buy.
- ✶ Stay Professional: The goal is not to "win" the conversation.
- ✶ Leave a Positive Impression: Today's rejection may become tomorrow's opportunity.
- ✶ Debrief After Each Role-Play: Have partners discuss what worked well and what could be improved 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 unlikely to purchase and may be distracted, hostile, or firmly committed to another provider.
- The focus is on maintaining professionalism, listening effectively, and knowing when to disengage appropriately.

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:
  - Remain calm and professional during challenging interactions.
  - Listen and respond appropriately to customer concerns.
  - Avoid escalating tension.
  - Leave the interaction on a positive note.
- 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 rejection while maintaining professionalism and protecting Massey's reputation.

1. Explain that this role-play focuses on customers who are not interested in moving forward with service.
2. Reinforce:
   - The inspection and findings have already been discussed.
   - The role-play begins after the Sales Inspector has had an opportunity to introduce or present service options.
   - This role-play is not scripted.
3. Discuss Why Customers Reject or Resist Service:
   - Customers may be distracted by other priorities.
   - Customers may be frustrated by past experiences.
   - Customers may be loyal to another provider.
   - Customers may simply not be ready to make a decision today.
   - Professionalism during rejection can create future opportunities.
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:
   - Professionalism under pressure
   - Active listening
   - De-escalation
   - Professional disengagement
   - Leaving a positive impression

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to handle difficult customer interactions professionally.

- Review the difference between:
  - The difference between persistence and pressure.
  - Recognizing customer cues and boundaries.
  - Responding versus reacting.
- Reinforce:
  - Not every customer interaction ends with a sale.
  - Professionalism is often remembered longer than the sales presentation itself.
  - Active listening helps identify the appropriate next step.
- 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 Distracted Customer
  - Option 2: The Hostile Customer
  - Option 3: The "I'm Sticking With My Company" Customer

Step 3: Role-Play Scenarios & Adjustments

Time: 10–15 minutes per round

Purpose: Practice maintaining professionalism and protecting future opportunities when customers are not receptive.

Round 1: Initial Role-Play

Instructions for Team Members

- The Sales Inspector should:
  - Remain calm and professional throughout the interaction.
  - Listen actively to customer concerns.
  - Avoid arguing or becoming defensive.
  - Recognize when to continue the conversation and when to disengage respectfully.
  - Leave the customer with a positive impression of Massey.
- Focus on:
  - Professionalism
  - Active listening
  - De-escalation
  - Positive customer experience

Customer Role

- Select one of the approved customer types and remain consistent with that mindset throughout the interaction.
- Examples include:
  - *"Just leave me a brochure. I'm busy."*
  - *"I'm not interested! What do you want?"*
  - *"I've been with my current company for years and I'm not switching."*

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Professionalism under pressure
  - Effective listening
  - Appropriate de-escalation
  - Professional disengagement when appropriate
- 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 active listening
- Improve de-escalation skills
- Leave a stronger final impression

Trainer Role During Round 2

- Continue circulating and observing.
- Look for visible improvements from Round 1.
- Note examples of professionalism, composure, and effective customer management.

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 professionalism, active listening, and maintaining positive customer relationships even during rejection.

Begin by reviewing key observations from the activity:

- Strong examples of professionalism under pressure

- Effective use of active listening and de-escalation
- Common improvement opportunities when handling difficult customers

Call out how:

- Remaining calm and professional helped keep conversations productive even when customers were unreceptive.
- Small adjustments in tone, pacing, and listening improved customer interactions and left stronger final impressions.

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 scenario was the most challenging for you?*
- *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 *will not buy*, and the Team Member must demonstrate professionalism while handling rejection. Select one option for each round of roleplay.

OPTION 1: THE DISTRACTED CUSTOMER

Customer: "Yeah, yeah, just leave me a brochure or something. I'm busy right now."
(While dealing with screaming kids, talking/playing on the phone, etc.)

- **Challenge:** The Team Member must recognize when to **push forward or step back professionally.**
- **Proctor Notes:** Watch for **graceful disengagement and clear next steps,** even if that step is leaving.

OPTION 2: THE HOSTILE CUSTOMER

Customer: "I'm not interested! You people always try to sell me something I don't need! What do you want now?!"

- **Challenge:** The Team Member must remain **calm, professional, and composed.**
- **Proctor Notes:** See if the trainee **keeps their composure** and **ends on a professional note** and **doesn't give into** mirroring the hostile customer's attiute or demenor.

OPTION 3: THE "I'M STICKING WITH MY COMPANY" CUSTOMER

Customer: "I've been with Mr.Pest for 15 years, and I'm not changing now."

- **Challenge:** The Team Member must handle **loyalty objections** and leave a positive lasting impression.
- **Proctor Notes:** Evaluate whether the trainee **respects the customer's loyalty** while planting a potential future opportunity.

PRESENTING MASSEY'S VALUE – THE REJECTION SCENARIO

Customer Behavior Snapshot: The customer is not interested in moving forward and may be distracted, hostile, or strongly committed to another provider. The Sales Inspector must remain professional, listen actively, and leave a positive impression regardless of the outcome.

Observe and assess how the team member maintains professionalism, manages difficult interactions, and appropriately responds to customer rejection.

Notes Used:

- Active Listening
- De-Escalation & Managing Difficult Customers
- Emotional Control & Professionalism

Focus Areas:

- Remaining calm and professional under pressure.
- Listening and responding appropriately to customer concerns.
- Avoiding escalation and maintaining composure.
- Knowing when to disengage professionally.
- Leaving a positive impression of Massey.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member remain professional throughout the interaction?
- Are customer concerns acknowledged appropriately?
- Is active listening demonstrated?
- Does the team member avoid escalating tension?
- Does the conversation end respectfully and professionally?

Active Listening

For demonstrating attentiveness, acknowledging concerns, and responding appropriately.

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.
	Listens attentively, acknowledges concerns, and asks follow-up questions. Examples: • Does not interrupt and allows the customer to fully express concerns. • Uses follow-up questions to clarify understanding. • Shows engagement through nodding and verbal affirmations.	

Notes Page

De-Escalation & Managing Difficult Customers

For handling aggressive, frustrated, or rude customers effectively.

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 de-escalation techniques to redirect a tense or difficult interaction. Examples: • Acknowledges frustration without mirroring negative energy. • Slows speech, lowers tone, and maintains a neutral stance to defuse tension. • Shifts the conversation toward solutions while setting clear boundaries.	

Emotional Control & Professionalism

For maintaining composure & professionalism under pressure.

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.
	Remains calm, professional, and composed in challenging interactions. Examples: • Controls tone and body language to avoid escalating the situation. • Maintains professionalism even when the customer is rude or dismissive. • Responds with patience and confidence, not frustration or defensiveness.	