1 VTM Guided Role-Play: Getting a "Yes: & Closing the Sale

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 – Chapter 7
  - Closing Technique Reference 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 confident, natural closing without creating unnecessary pressure.
- ☐ Identify specific closing skills team members should continue strengthening before the next VTM.

FEEDBACK, VERIFYING, & ASSESSING

- **Trainer Review:** Provide feedback after each role-play on questioning, reframing hesitation, communication, and closing confidence.
- **Group Reflection:** Encourage team members to share insights using prompts such as:
  - *What helped uncover the reason behind the customer's hesitation?*
  - *What adjustment would you apply in your next closing conversation?*

Key Reminders



- ✶ This activity requires the completion of two role-play rounds.
- ✶ Ask Before You Answer: Understand the hesitation before trying to overcome it.
- ✶ Confidence, Not Pressure: Guide the customer toward a decision without forcing one.
- ✶ 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.
- This VTM focuses on a customer who likes the Pest Prevention/GreenUp Program but is unsure whether they need to move forward today.
- Team members should assume the service has already been presented and the conversation has moved into the closing phase.
- The focus is on uncovering hesitation, reframing concerns, and confidently guiding the customer toward a decision.

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:
  - Recognize and explore customer hesitation.
  - Use strategic questioning to uncover concerns.
  - Reframe hesitation professionally.
  - Communicate clearly and confidently.
  - Transition naturally toward closing.
- 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.

3 VTM Trainer Activity Guide

Step-by-Step Delivery

Step 1: Explain the Activity

Time: 5-8 minutes

Purpose: Set expectations for handling hesitation and confidently moving the customer toward a decision.

1. Explain that the customer likes the recommendation but questions whether they need to act today.
2. Reinforce:
   - The Pest Prevention/GreenUp Program has already been presented.
   - The conversation is now in the closing phase.
   - This role-play is not scripted.
3. Discuss Why Customers Hesitate:
   - They may understand the service but not feel urgency.
   - They may want additional reassurance before committing.
   - They may have an unresolved concern they have not clearly stated.
   - Hesitation does not necessarily mean rejection.
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:
   - Reinforcing the long-term benefits of proactive pest prevention/GreenUp services.
   - Using strategic questions to uncover hesitation.
   - Qualifying Massey's reputation and service guarantees.
   - Reframing concerns without creating pressure.
   - Closing confidently and professionally.

Step 2: Warm-Up & Scenario Preparation

Time: 5-8 minutes

Purpose: Prepare team members to identify the reason behind customer hesitation before attempting to close.

- Review:
  - Buying signals and hesitation signals.
  - Closing techniques from the previous VTM.
  - How open-ended questions can reveal the customer's actual concern.
- Reinforce:
  - Don't assume you know why the customer is hesitating.
  - Listen before reframing.
  - The close should feel like the next logical step, not a sudden push.
- Pair up and assign roles.

- One Customer
- One Sales Inspector

Step 3: Role-Play Scenarios & Adjustments

Time: 10–15 minutes per round

Purpose: PPractice uncovering hesitation, reinforcing value, and confidently closing.

Round 1: The Indecisive Customer

Instructions for Team Members

- The Sales Inspector should:
  - Use strategic questioning to uncover the source of hesitation.
  - Reinforce the long-term benefits of proactive their proposed services(s).
  - Reframe the concern without becoming pushy.
  - Apply an appropriate closing technique based on the conversation.
- Focus on:
  - Strategic questioning
  - Reframing concerns
  - Clear verbal communication
  - Confident closing

Customer Role

- You like the proposed program.
- You are not opposed to purchasing.
- You simply aren't convinced you need to act today.
- Respond naturally to the Sales Inspector's questions and explanation.

Trainer Role During Round 1

- Circulate and observe multiple pairs.
- Watch for:
  - Effective use of strategic questions.
  - Whether the team member uncovers the reason behind the hesitation.
  - Professional reframing without pressure.
  - Clear, confident closing language.
  - Recognition of when to move forward and when to step back.
- 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 from Round 1.
- Improve strategic questioning.
- Strengthen how they reframe hesitation.
- Make the closing attempt clearer and more confident.

Trainer Role During Round 2

- Continue circulating and observing.
- Look for visible improvements from Round 1.
- Note examples of effective questioning and reframing.
- Look for smoother, more natural closing attempts.

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 strategic questioning, professional reframing, and confident closing.

Begin by reviewing key observations from the activity:

- Strong examples of uncovering the real hesitation.
- Effective reframing of customer concerns.
- Confident, natural closing language.
- Common improvement opportunities.

Call out how:

- Asking before answering helped uncover the customer's actual concern.
- Reframing hesitation around customer benefits kept the conversation moving without adding pressure.
- Small adjustments in wording, tone, and confidence made the close feel more natural.

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 helped you uncover the customer's hesitation?*
- *What adjustment will you apply in your next closing 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 closing skills in the field.

VTM Notes Page

GETTING A "YES" & CLOSING THE SALE – THE INDECISIVE CUSTOMER

Customer Behavior Snapshot: The customer likes the proposed program and sees value in the recommendation but is unsure whether they need to act today. The Sales Inspector must uncover the source of the hesitation, reinforce the benefits of proactive protection, and confidently guide the customer toward a decision without creating pressure.

Observe and assess how the team member handles hesitation, uncovers concerns, and confidently works toward securing a commitment.

Notes Used:

- Verbal Communication
- Skepticism & Reframing Concerns
- Strategic Questioning

Focus Areas:

- Reinforcing the long-term benefits of proactive pest prevention.
- Using strategic questions to uncover hesitation.
- Qualifying Massey's value and guarantees.
- Reframing concerns without creating pressure.
- Closing confidently and professionally.

Questions to Ask Yourself When Evaluating Communication Skills:

- Does the team member uncover the reason behind the hesitation?
- Are concerns addressed professionally and confidently?
- Is the value of acting now communicated clearly?
- Does the conversation remain customer-focused?
- Is the closing statement clear, natural, and compelling?

Verbal Communication

For delivering clear, confident, and professional speech 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.
	Speaks clearly and confidently at an appropriate pace. Examples: • Uses a steady, natural pace for clarity. • Adjusts tone based on customer engagement. • Provides explanations without overwhelming the customer.	

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.	

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