



blink

Sales Training II Role Playing Scenarios

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your sales initiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Introduction:

Sales professionals often encounter various challenging situations in their careers. To effectively prepare for these scenarios and improve their negotiation skills, role-playing exercises can be highly beneficial. This article explores several role-play scenarios that can help sales teams sharpen their skills and navigate challenging situations with confidence.

Extreme Sales Negotiation Scenario:

Many sports coaches employ the concept of "overtraining" to prepare athletes for extreme conditions. Similarly, sales professionals can benefit from practicing negotiations in extreme situations to boost their readiness for more routine scenarios.

Players:

- The salesperson
- The prospect

Guidelines:

- Write down extreme negotiation situations on pieces of paper and randomly select one.
- Choose roles (salesperson and prospect).
- Run through the scenario, then debrief and discuss effective strategies.
- Repeat the exercise with different scenarios as needed.

Sales Role Play Script:

In this scenario, the prospect is in a time-sensitive situation.

Prospect: "Our contract with our previous supplier ended abruptly, and we need a new solution within days."

Salesperson: "I understand the urgency. Let's discuss your specific needs and how we can assist."

Prospect: "We serve around 300 clients and require [specific need]. Our last supplier lacked [specific features]. Can you work within our tight timeframe?"

Salesperson: "We specialize in [value proposition]. Our rates are [cost], and we usually need three weeks, but we can expedite for an additional cost. How does this sound?"

Letting a Client Go Scenario:

It's essential to practice how to gracefully part ways with a prospect when necessary.

Players:

- The salesperson
- The prospect

Guidelines:

- Prepare scenarios where breaking up with a prospect is necessary.
- Write possible prospect responses.
- Role-play the breakup scenarios and discuss the outcomes.
- Sales Role Play Script:
- In this scenario, the salesperson gently informs the prospect that their product is not suitable.

Prospect: "We need your tool to solve [problem]."

Salesperson: "I appreciate your interest. However, our tool is not suitable for [prospect's need]. Is there anything else we can assist with?"

Prospect: "No, that's our only need. Do you have any alternatives?"

Salesperson: "Unfortunately, we don't. If your needs change in the future, feel free to reach out."

Stalled Deal Scenario:

Salespeople often encounter stalled deals, and learning to identify the root cause is crucial.

Players:

- The salesperson
- The stalled prospect

Guidelines:

- Define the stalled behavior.
- Write reasons for prospect stalling on paper.
- Have the salesperson ask questions to understand the cause.
- Discuss and learn from the experience.
- Sales Role Play Script:
- In this scenario, the prospect is reluctant to proceed with a scheduled demo.

Salesperson: "We scheduled a product demo for today. Is this still a good time?"

Stalled Prospect: "Can we push it to next week? My boss is out of town."

Salesperson: "We've rescheduled before. Are there any hesitations on your end?"

Stalled Prospect: "We don't have hesitations; I just want everyone to be aware."

Salesperson: "I'm here to answer any questions, even if there are hesitations."

Common Objections Scenario:

Sales teams should practice addressing common objections effectively.

Players:

- The salesperson
- The prospect

Guidelines:

- Use common objections from your industry.
- Allow the prospect to throw objections, and the salesperson responds within a set time.
- Review and discuss each objection response.

Sales Role Play Script:

Prospect: "I've heard others face [common pain point] with your tool."

Salesperson: "We've addressed that by [solution]."

Prospect: "What if that doesn't work?"

Salesperson: "We haven't seen it fail often, but if it does, we would [solution]."

Savvy Customer Scenario:

Prepare for interactions with customers who are well-informed about your product.

Players:

- The salesperson
- The prospect

Guidelines:

- The prospect asks higher-level questions.
- Salespeople should be well-versed in product knowledge.

- Discuss how well the questions were answered.

Sales Role Play Script:

In this scenario, the prospect is seeking a specific type of computer hard drive.

Prospect: "I need an external hard drive with [specific requirements]."

Salesperson: "Let's discuss your storage needs and find the best fit."

Prospect: "I need at least 5TB for [specific use case]."

Salesperson: "Our options with 8TB, USB 3, and [features] may be suitable for you."

Build on Your Skills Scenario:

Identify and overcome personal negotiation weaknesses.

Players:

- The salesperson
- The prospect

Guidelines:

- Focus on personal negotiation areas for improvement.
- Role-play, then debrief to identify effective strategies.

Sales Role Play Script:

In this scenario, the salesperson struggles with compromising.

Salesperson: "Our price is fixed at [price]."

Prospect: "Our budget is lower; can we negotiate?"

Salesperson: "We don't change prices much. Let me discuss with my team."

Prospect: "Can you provide flexibility?"

Salesperson: "I'll consult my team for possible options."

Difficult Prospect Scenario:

Practice negotiating with demanding and challenging prospects.

Players:

- The salesperson
- The "difficult" prospect

Guidelines:

- The prospect exhibits challenging behaviors.
- Role-play the negotiation while focusing on staying calm and managing difficult personalities.

Sales Role Play Script:

In this scenario, the prospect is dismissive and wants a refund.

Prospect: "I received a faulty product; I want a refund."

Salesperson: "I'm sorry to hear that. Can you share details of the issue?"

Prospect: "I just need a refund."

Salesperson: "I want to understand the issue better for a suitable solution."

Win-Lose Bargaining Scenario:

Learn the value of mutually beneficial negotiations.

Players: Three or more groups of two

Guidelines:

Conduct the Two Dollar Game to illustrate win-lose, win-win, and mixed-motive bargaining.

Varied Tactics Scenario:

Practice using different negotiation models and tactics.

Players:

- The salesperson
- The prospect(s)

Guidelines:

- Assign negotiation tactics to salespeople.
- Role-play negotiations with set tactics and discuss outcomes.

Competitor Aware Scenario:

Practice negotiating with customers deciding between your product and a competitor's.

Players:

- The salesperson
- The prospect

Guidelines:

- The prospect is deciding between your product and a competitor's.
- Answer questions while emphasizing your value proposition.

Sales Role Play Script:

Prospect: "I'm considering your product and [competitor's product]. Can you help me decide?"

Salesperson: "Of course! Let's discuss what sets us apart and meets your needs."

These role-playing scenarios provide valuable practice opportunities for sales teams to enhance their negotiation skills, handle difficult situations, and become more effective sales professionals.

Preparing for these scenarios can also be helpful when facing role-play exercises during job interviews. Remember to be confident, research the role, and review the job description to excel in sales role-play scenarios.