

Role-play Cheat Sheet: Be Prepared for Any Selling Situation



It's cliché but it's true: Practice makes perfect.

In the field of sales, reps get one chance to make an impression on a buyer and effectively move them further down the funnel. How can you give them an opportunity to practice and perfect all kinds of buyer interactions? Role-plays.

Use this checklist showcasing the top role-plays to make sure your reps are ready for any selling scenario

Top 8 sales role-plays

1. Do your research

The discovery call is the first conversation a sales rep has with a potential customer. Role-playing this conversation is essential for every member of the team, but it's an especially important exercise for business development representatives who are tasked with learning about buyers and their needs. With a role-play tool, you can record practice discovery calls, listen back to ensure reps are asking the right questions, and provide feedback for improvement.

2. Elevator pitch

An elevator pitch is the short description of your solution that communicates its value quickly in terms everyone can understand. The goal is to pique a buyer's interest and leave them wanting to continue the conversation. This may seem simple but it is, in fact, a difficult skill that takes time to get right. Sellers can record their practice or do it live for managers and peers to evaluate.

3. Remote selling

Remote selling is a critical skill in today's business environment, with more people working from their home offices and reps moving from field sales to inside sales. Conversations over the phone or video are different than in person chats, where you can pick up on body language and other cues. Recorded role-plays help reps adapt their talk tracks for virtual meetings and help them become experts in using new software.

4. Product demos

Sellers should know the ins and outs of your product, and that knowledge must be evident throughout the course of a live product demo. With a manager or experienced colleague in the role of a buyer, record reps running through a demo. Have the "buyer" throw some unexpected questions to the rep to gauge confidence in their responses. When reviewing the recording, look out for certain keywords and filler words to help reps work on perfecting their messaging.

5. Objection handling

No two sales conversations are the same and often reps will come across tough questions they're not prepared for. In these situations, they must be able to think on the spot and handle objections smoothly and skillfully. In a role-play,

have less-experienced sellers shadow top performers to hear real-world examples of potential objections and how to respond. Then, switch the roles and have top performers listen and offer feedback.

6. Negotiation

A huge part of being a successful salesperson is mastering the art of negotiation. Create role-play simulations where buyers ask for a lower price based on their own budget or competitor pricing. Utilizing an AI-powered role-play solution, evaluate rep performance based on filler words used, tone, and confidence — skills you can't quantifiably measure.

7. Competition

Buyers may be vetting a number of additional vendors, including your competition — so sellers should have a thorough understanding of your competitive landscape. Review the advantages your company has over other vendors, whether these be certain product features, customer service, faster implementation, or some other useful edge. Within role-plays, act as a buyer who mentions one or more competitors so reps can practice product positioning and areas where you win out.

8. Customer storytelling

Sellers can run down the features of your product all day long, but the real proof is in the pudding. Buyers love to hear customer success stories and how other companies like theirs benefit from your solution. Present an exercise for each member of your team to identify the best use cases and customer experiences they've encountered and practice sharing them in a meaningful way. Review and comment where the story can be refined to have broader appeal and greater impact.

Using the right technology enables reps to record, review, and re-record all kinds of role-plays. Further, AI tools empower sales leaders to have full visibility into rep performance in both practice and real customer conversations — in turn allowing for more relevant and effective training and coaching.

