

Special Management Series

How to Create Sales Role Play Scripts

**This is a series of Training for your
Management TEAM**

Presented by J.W. Owens



**A Management
Perspective 303 Series**

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How to Create Sales Role Play Scripts

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Sales role play scripts are an important tool to help you with improving sales.

Here are some key sections to include as you role play.

How to Create Sales Role Play Scripts

Including Sales Role-Play in New Sales Hire Onboarding

- **Decrease the Amount of Learning Through Trial-and-Error**
There is no way to teach a new sales hire everything they need to know in a new hire onboarding process. It is expected that you will establish a decent foundation of knowledge before you set a new sales hire free and then that individual will learn and develop through real life sales situations.
- **This learning process is natural and a new sales hire will learn through trial-and-error.** Nobody is perfect and mistakes will be made. One main thing that you hope for is that the sales resource learns through these mistakes and continues to grow as a sales professional.

How to Create Sales Role Play Scripts

Including Sales Role-Play in New Sales Hire Onboarding

- **But this learning through trial-and-error is very expensive.** Notice the word “error” and think about that for a minute. If small errors impact sales revenue, then this could be one of the **most expensive forms** of sales training.
- **Learning through trial-and-error will always be there and should not be seen as a horrible thing.** But what you want to do is design your new sales hire onboarding program so that this type of sales training is minimized. And including some amount of sales role-play in your onboarding process will help you to do this.

How to Create Sales Role Play Scripts

Improve New Sales Hire Confidence

Another thing that sales role-play can do is **help you to make your new sales hires more confident**. With each practice and exchange, a new sales hire will feel more confident on what to expect and what to do when they are on the phone or put out into the field.

This improved level of confidence can have a direct impact on the impression that a salesperson gives off. Instead of appearing nervous and anxious, a new sales hire will appear more comfortable and in control and this can have a direct impact on their sales performance and results.

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- **Decrease Anxiety and Call Reluctance**
A salesperson's performance can be directly linked to their **amount of sales activity**. The more calls they make, the more meetings they have, and the more networking events they go to, the more they are going to sell.
- **By having an element of sales role-play in your new sales hire onboarding process**, you will help to make your sales hires more confident. By being more confident, the sales resources will have less anxiety and call reluctance. By decreasing this type of negative feelings and emotions, you should expect higher levels of sales activity and that will improve the probability of increased sales results.

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- **Decrease Sales Ramp-Up Time**

With all new sales hires and new sales hire onboarding processes, **there is some type of ramp up time**. If you look at the numbers, there will be some sort of average amount of time that it takes a new sales hire to be operating at an independent and competent level.

- Of course, **the shorter this ramp up takes, the better you will stand from a sales performance standpoint**. But there are a lot of factors that go into how long it will take you to ramp up new sales hires. Many of those will be out of your control but the one that is in your control.
- For example, you may sell a complex product and it will just **take a certain amount of time for a new sales hire to understand everything**.

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But there are some things you can do with your new sales hire **onboarding to decrease new sales hire ramp up time** and one of those things is your choice of whether or not to include sales role-play.

There is no doubt that the more role-playing that new sales hires experience, the shorter their ramp up time will be.

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Including Sales Role-Play in New Sales Hire Onboarding

- One of the most important elements to include in a new sales hire onboarding process is a step for [sales role-play](#). This would include some form of practicing sales scenarios before a sales hire is put into action.
- **Decrease the Amount of Learning Through Trial-and-Error**
There is no way to teach a new sales hire everything they need to know in a new hire onboarding process. It is expected that you will establish a decent foundation of knowledge before you set a new sales hire free and then that individual will learn and develop through real life sales situations.
- This learning process is natural and a new sales hire will learn through trial-and-error. Nobody is perfect and mistakes will be made. One main thing that you hope for is that the sales resource learns through these mistakes and continues to grow as a sales professional.
- But this learning through trial-and-error is very expensive. Notice the word “error” and think about that for a minute. If small errors impact sales revenue, then this could be one of the most expensive forms of sales training.
- Learning through trial-and-error will always be there and should not be seen as a horrible thing. But what you want to do is design your new sales hire onboarding program so that this type of sales training is minimized. And including some amount of [sales role-play](#) in your onboarding process will help you to do this.
- **Improve New Sales Hire Confidence**
Another thing that sales role-play can do is help you to make your new sales hires more confident. With each practice and exchange, a new sales hire will feel more confident on what to expect and what to do when they are on the phone or put out into the field.
- This improved level of confidence can have a direct impact on the impression that a salesperson gives off. Instead of appearing nervous and anxious, a new sales hire will appear more comfortable and in control and this can have a direct impact on their sales performance and results.
- **Decrease Anxiety and Call Reluctance**
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- By having an element of sales role-play in your new sales hire onboarding process, you will help to make your sales hires more confident. By being more confident, the sales resources will have less anxiety and call reluctance. By decreasing this type of negative feelings and emotions, you should expect higher levels of sales activity and that will improve the probability of increased sales results.
- **Decrease Sales Ramp-Up Time**
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- For example, you may sell a complex product and it will just take a certain amount of time for a new sales hire to understand everything.
- But there are some things you can do with your new sales hire onboarding to decrease new sales hire ramp up time and one of those things is your choice of whether or not to include sales role-play. There is no doubt that the more role-playing that new sales hires experience, the shorter their ramp up time will be.

How to Create Sales Role Play Scripts

Gatekeeper Introduction

It is very reasonable to expect almost half of phone prospecting calls to get answered by some sort of gatekeeper.

A lot of gatekeepers will have the objective of trying to screen out salespeople so it can be very helpful to have **sales role play scripts that outline what you can say to a gatekeeper.**

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Target Prospect Introduction

It is important to be prepared with what you will say to your target prospect when you introduce yourself. You have a few options here but one way that we recommend you go is to share some sort of value statement. Here is an example from one of our sales role play scripts.

- *Hello [Contact's Name], this is [your name] from XYZ, have I caught you in the middle of anything?*
- *Great. The purpose of my call is that –*
- *We help sales leaders to improve their team's success with outbound phone prospecting and lead generation.*
- *I actually don't know if you need what our services provide so I just had a question or two.*

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Probing Sales Questions

We believe that the best salesperson is the one that asks the best questions. With that, having sales role play scripts for good questions is extremely important. Here is an example of some of the questions that we ask:

- ***Are your sales reps able to consistently generate leads and getting into new accounts?***

How concerned are you about the amount of time it takes to get new sales hires ramped up and performing?

How confident are you that all of your sales resources are asking the right questions when talking with prospects?

Is getting under-performing sales resources corrected and on the right path important?

Do you have a goal of decreasing sales staff turnover?

Are you open to exploring new ways to boost sales performance?

Do your sales resources use any kind of script or sales playbook?

Having a good list of questions is a great step forward but role playing how to deal with the different answers that you can get from prospects is key to getting to the next level.

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Anticipated Objections

You are guaranteed to face objections when talking to prospects. Instead of trying to figure out to respond at the time that they come up, stop and take some time in advance to role play what you can say to either get around the objection or keep the conversation going.

- Here are some very common objections that you can anticipate.
- I am busy right now.
- What is this in regards to?
- I am not interested.
- Just send me some information.
- We are not doing anything right now.
- We are not making any changes right now.
- I can't change anything right now.
- We do not have any budget.
- We already use someone for that.

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You will immediately improve your results if you practice **sales role play scripts** for these objections and **any others that you think will come up for the products that you sell.**

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This is a series of Training for
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Good Selling !



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