**Role Play Scenario Players Guidelines**

**Negotiating With Difficult Prospects**

1) Salesperson 2) Prospect

1) The person playing the difficult customer chooses two to four behaviors to use during the role play. Ideas include frequently interrupting, making threats, delivering “all or nothing” ultimatums, abruptly changing your mind, bringing up irrelevant details, using critical language, becoming excessively loud, shutting down topics you don’t like, refusing to commit, and/or letting your attention wander.

2) Run a standard negotiation for 10 minutes.

3) Switch roles and go through the exercise again.

4) Switch roles and go through the exercise again.

5) Compare your notes. What worked? What didn't? Identify the most productive ways to respond to a hostile prospect.

**Challenge Prospects on Why They’re Stuck**

1) Salesperson 2) Prospect

1) The person playing the prospect should choose which stalled behavior they’ve been exhibiting. Are they calling to push back the demo again? Are they resurfacing after six weeks of unresponsiveness? Are they asking for more minor tweaks to the contract in the eleventh hour?

2) On several pieces of paper, write down and distribute the real reason a prospect is stalling (i.e., their budget was slashed, their boss wants a different vendor, or they just don’t know how to say “no”). Stalled prospects have many different emotions when a salesperson pushes them to be honest. Anger, frustration, and relief should all be emotional responses each prospect is encouraged to exhibit.

3) Have each salesperson ask their prospect questions to understand why they’re being evasive. Questions like, “Usually, when someone pushes back the demo several times, it’s just not a business priority for them at the moment. Is that the case here?” can help your prospects confront whether they do or do not want to move forward.

4) Once the salesperson understands why the prospect is stalling, and have successfully either moved the deal forward or cut ties with the prospect, have reps discuss what went well, what made the prospects feel uncomfortable, and what they could do better next time.

**Get Comfortable "Breaking Up" With a Prospect**

1) Salesperson 2) Prospect

1) Write down a variety of situations in which you would need to break up with a prospect. Perhaps your product/service isn’t the right fit for their business, they don’t have the budget, or they’re just not ready for your offering (but might be in a year or two).

2) On separate slips of paper, write down possible prospect responses, including anger, dismay, and thankfulness.

3) Choose who will play the salesperson and who will play the prospect(s), and cycle through these slips of paper, so your reps can get used to a variety of breakup scenarios and prospect responses.

4) At the end of each exercise (when a resolution has been reached), write down what worked and what didn’t. Then, have the reps discuss what they would do differently next time.