**Session 060 Action Item**

**Closing Sales Role Playing**

Below is a scenario to use in your role-playing session(s). This scenario has been built for manufacturers and integrators. To check off this Action Item and collect your 50 points, you must run through one role-playing scenario by asking the three questions below. You must complete this action item with at least one person, that will play the role of customer. Ideally, you will have three or more people involved in your session so others can observe and provide feedback. Allow your partner(s) to review the scenario ahead of time so she/he can prepare properly as the customer. This should be as authentic and real as possible.

Start the role-playing with the salesperson asking the first question and then go from there. For the first exercise, the customer should be cooperative and not make it too challenging on the salesperson. However, as you continue to do role-playing (which I hope you do), then the customer can make it more challenging.

**Scenario:**

You’ve just delivered a presentation of your proposal to Shannon, the Facilities Manager of a community hospital. There are two other people from the hospital in the meeting, but the conversation is with Shannon. You’ve just gone back and forth on a few questions that they had about the proposal and Shannon says:

“This looks very good. Thank you for putting all of this together and insisting that we have this meeting. You’re correct – this was much more effective than simply receiving the proposal in an email. I don’t think we have any other questions.”

Now, begin your role-playing by asking the series of two+ questions below.

1. When will you be making your decision and releasing the order?
2. One last question, if you don’t mind. Tell me one thing that we can do to improve. What might keep us from winning this project?
3. Thank you for being helpful. Some people won’t answer that because they don’t realize that it’s helping us improve. So, what else?