**Role Playing Scenarios**

1. You get referred to a mid-sized manufacturing plant by their HVAC provider, specifically to the facilities manager. You call his direct line and he answers. Before committing to a meeting, he asks: “We don’t have any needs right now, so why should we meet?”

Your goal is to gain his buy-in and schedule an appointment.

1. You’ve got the opportunity to deliver a presentation to a school board. As you get introduced, a lady on the board asks: “Before you begin, will you tell us why your company is qualified to work in a school environment?”

Your goal is to get past this obstacle with an acceptable answer so you can move on to your presentation.

1. Someone in your networking group wants to introduce you to a local bank that has five locations in the area. However, he states how picky the customer is and asks you why a bank with multiple locations would be a good customer for you.

Your goal is to give your networking partner the messaging he needs to sell you to his banking customer.

1. Your primary access control RSM calls you with a lead, but seems hesitant to give it to you because you’re new to the company.

Your goal is to make him feel more comfortable with you and give you the lead.

1. You see a perfect prospect – a warehouse in a bad neighborhood with old cameras and a Sonitrol sign outside. You enter the front and ask the receptionist who handles their security system? She explains that they don’t accept solicitors and that you have to have an appointment.

Your goal is to find out who handles security and the best way to schedule an appointment with that person.

1. You meet a property manager at an event. After explaining to her what you do, she asks: “We’ve worked with many security companies for our properties over the years. What makes your company different?”

Your goal is to impress her with a crisp and succinct answer that is relevant to a property manager.