

Role Play vs. Rehearsal: The How-to “Warm-up” Workshop

1. Role Play vs. Rehearsal
2. Start - Stop - Reset
3. Practice Makes Perfect

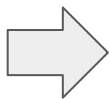
Introduction:

Reps should be confident not disheartened

Role Play vs. Rehearsal

Taking aim:

Relaxed reps are
Confident & Curious
reps



Don't: Role Play

- It's not a contest
- Buyers are not liars
- Avoid: "Here's what you should have said"

Rehearse Instead

- Know your framework
- One section at a time
- Mindset & Mood

Practice

- Eliminate: Inspection & Reprimand
- Enhance: Learning & Optimization
- Start - Stop - Reset

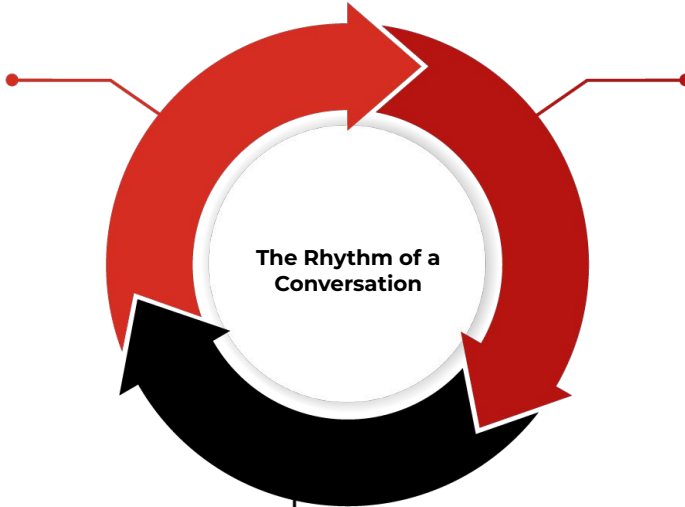


How to Rehearse, Warm-up & Prepare for live calls

Start - Stop - Reset

Start

- Focus on one section/exercise at a time...
- Exercise begins with caller: "ring-ring"
- Focus: Tone, pitch, and pace as if it's a live call



Reset

- When the "Prospect" interrupts the Rep/Caller - Starts over

Stop

- The person acting as the "PROSPECT" interrupts the caller at any point/frequently.
- The interruption is executed as follows:
 - Like you're answering the phone again
 - *Hello... {this is Mike}*
 - W/ Common phrase heard from prospects:
 - *Who is this*
 - *What is this about*
 - *How'd you get my #*



Practice Makes Perfect

Practice, Practice, Practice

- **Training is the transfer of knowledge**
 - Teaching & Learning to Execute
- **Coaching is the development of knowledge to high performance**
 - You can always improve and fortify your technique/performance
- **Practice Practice Practice:**
 - Rehearse with your leaders & peers: Start - Stop - Reset
 - Rehearse on your own: Out loud while you pace back and forth - For tone, verbal pace, and pitch.

