



IMPROV SECRETS

TO POWER UP YOUR
PRACTICE CONVERSATIONS





Active Programs that Drive Performance

Presentation
Storytelling
Train the Trainer
Live Events



When do Role Plays fall flat?



DING/HONK

- Use a horn and a bell to keep a conversation on track
- Great for new product language, objection handling, competition
- Lowers the stakes for trial and error



TAG OUT ROLE PLAY



- Backup players can 'tag in' at any time
- Great for refreshing familiar language or with teams with widely different experience
- Helps you 'show' rather than 'tell' what great looks like



PRO-TIPS

- Don't overexplain the mechanics of the activity
- Get specific on the point of concentration for the activity
- Debrief after the activity
- Encourage happy accidents



THANK YOU

IMPROV TRICKS for Practice Conversations

Ding/Honk

Four participants work to keep a conversation on track with the help of a bell and a horn.

Setup:

You'll need a horn and a bell (You can invite participants to make a buzzer sound or say "Ding" if you want to go to 4.)
Works best at a table – great for tabletop practice

How it works:

Two participants take on the role of rep and HCP/customer. Two other participants will guide the rep with constant feedback via a bell and a horn. One other participant will have a bell and they will "ding" whenever the rep handles a moment in a great way. The other participant will hold a horn and they will "Honk" whenever the rep handles something poorly, misses an opportunity or could just do better. Fortunately, after a Honk, the speaker can rewind a bit and try a different path forward, hopefully receiving a Ding along the way.

Why it works:

This exercise lowers the stakes for trial and error, and opens up the conversation about the difference between 'good' and 'great'. The playfulness of the sound effects allow a rep to quickly replay a moment with a different outcome.

Debrief Questions:

(Of the rep) What did you notice when you got Honked? How did you shift your approach?
(Of the HCP) Anything you wish they would have said or done differently?
(Of the observers) How else could they have navigated that moment?

Pro Tips:

- The HCP/Customer should not get dinged/honked!
- If a statement gets a simultaneous ding/honk – that's something to explore in the debrief
- Gamify it with an award for most dings/least honks

Choosing a Point of Focus:

- Select a clear point of focus in a call. The more specific, the better. For example –
- asking questions that show insight
 - building constructive tension in your sales model
 - addressing an adverse reaction
 - navigating a tough call with a newly identified HCP persona using new data

Objectives:

Illustrate the difference between better and best in navigating particular moments.
Encouraging new approaches to old talk tracks.
Getting into the customer's perspective.

Variation:

A sales manager can 'demo' in the role of the rep, making subtle mistakes that their team should catch.
The person playing the HCP can also be invited to Ding or Honk along the way.

Use it for:

Objection or question handling; practicing new product language; new reps

Fairplay

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GET SCANNED & GET THE HANDOUT



LET'S MEET