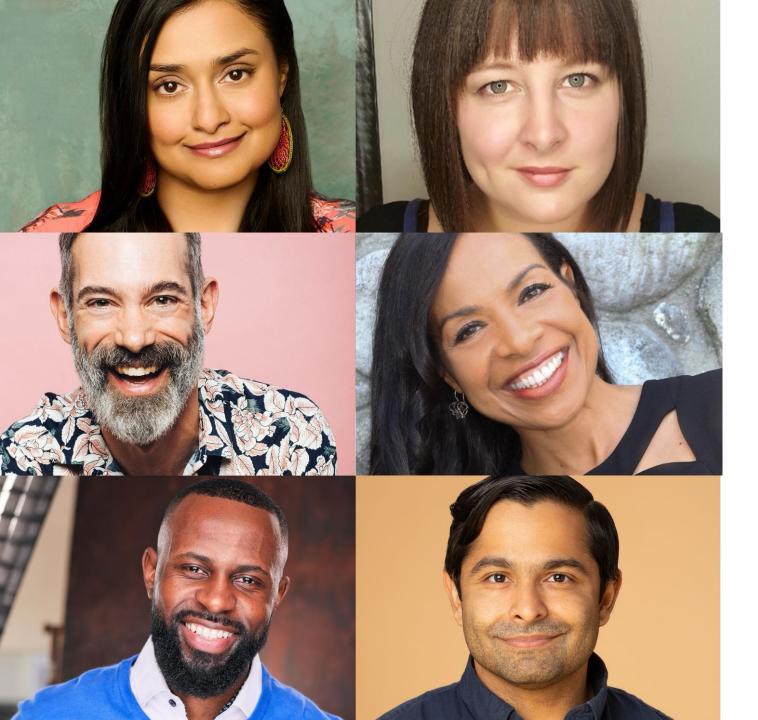
IMPROV SECRETS

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 A

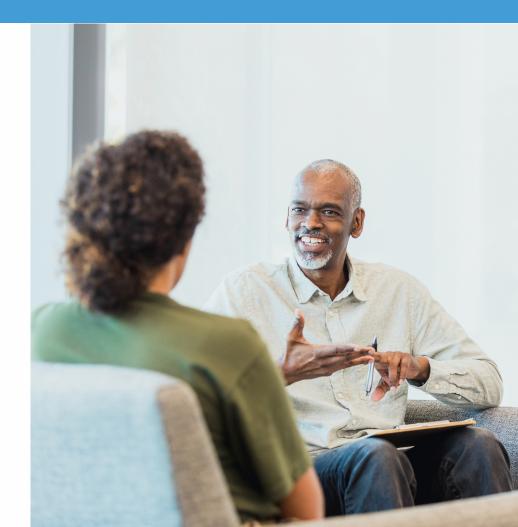
- Use a horn and a bell to keep a conversation on track
- Great for new product language, objection handling, competition
- Lowers the stakes for trial and error





TAG OUT ROLE PLAY 5

- 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

Pro Tips:

honks

catch.

Use it for

dinged/honked!

The HCP/Customer should not get

specific, the better. For example -

addressing an adverse reaction

persona using new data

Ding or Honk along the way.

product language; new reps

asking questions that show insight

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

Choosing a Point of Focus: Select a clear point of focus in a call. The more

building constructive tension in your sales model

navigating a tough call with a newly identified HCP

Illustrate the difference between better and best in

A sales manager can 'demo' in the role of the rep making subtle missteps that their team should

The person playing the HCP can also be invited to

Objection or question handling; practicing new

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 lo-fi.) 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 ep 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 bette 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:

navigating particular moments. This exercise lowers the stakes for trial and error, and opens up the conversation about the difference Encouraging new approaches to old talk tracks. Getting into the customer's perspective. 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?

Fairplay

fairplayway.com

LET'S MEET

GET SCANNED & GET THE HANDOUT



