4 best sales role-play games for your team



1. Different types of customers

Use customer personas for this game or focus on different types of people you encounter (or different stages of the funnel).

For example, one of your customer personas is Joanna, the CTO.

How does the usual sales process go with customers like her? Which objections does she raise?

3. Extreme sales scenarios

What happens when a prospect is argumentative? What if a high-value deal is stuck in the pipeline, and there seems to be no way of moving it?

Work through the most demanding scenarios, and it'll be much easier for your team to handle the day-to-day challenges.

2. Themed sales role-play

Role-play on a specific theme/aspect of sales.

For example, have one of your sales pros pretend to be a customer who's interested in the product but has objections.

You can also try role-playing a negotiation with the buying committee.

4. Negotiation role-plays

For example, each sales professional could write down one weakness they'd like to work on (e.g., being too willing to offer discounts) and work around them during the role-play.

Similarly, you could role-play negotiating with challenging prospects or prospects in talks with your competitors.

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David J. Shonk, James F. Weiner

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