

AI Role-Play Scope & Simulation Plan

This document outlines the key sales training objectives and recommended structure for AI-driven role-play simulations based on the SC Part 1 Sales Certification script used at a retail store. These simulations are designed to reinforce essential sales skills, customer engagement techniques, and objection handling strategies.

Key Sales Training Objectives

- **Greeting Customers Effectively:** Building rapport and using engaging openers.
- **Explaining the Rent One Program:** Highlighting benefits like no credit checks, flexible payments, and free delivery.
- **Asking Qualifying Questions:** Matching customer needs to the right products.
- **Presenting Features vs. Benefits:** Emphasizing emotional and practical product benefits.
- **Reading Buying Signals:** Identifying verbal and non-verbal cues to transition to closing.
- **Using Trial Closes:** Gauging customer interest with low-pressure questions.
- **Handling Objections:** Responding to concerns and reinforcing value.
- **Closing the Sale:** Applying Alternate, Assumptive, and Direct closing techniques.
- **Bundling, Upselling, and Unbundling:** Enhancing sales value based on customer interaction.
- **Using Professional Language:** Leveraging persuasive vocabulary while avoiding weak phrasing.

Recommended Role-Play Scope & Structure

Each AI role-play simulation should last 10–15 minutes and focus on a single customer interaction scenario. AI personas will simulate various customer types to reflect real-life sales situations.

Performance Metrics

- Greeting tone and timing
- Clarity and completeness of RTO explanation
- Quality of qualifying questions
- Number of benefits communicated
- Use of persuasive language
- Accuracy in handling objections
- Appropriate use of trial and final closes
- Successful bundling/upselling attempt

Scenario Framework

Role Definitions and Scenario Types:

Step	Interaction Focus	AI Behavior	Measured Objective
1. Greeting & Rapport	Appropriate welcome, ice-breakers	Friendly, observational comments	Customer comfort level
2. Program Introduction	Explaining RTO model & benefits	Probes understanding or raises concern	Product/program clarity
3. Needs Assessment	Asks qualifying questions	Provides vague or incomplete answers	Ability to diagnose needs
4. Product Recommendation	Present features & benefits	Asks follow-up questions	Clarity of benefits
5. Buying Signals & Trial Close	Reads cues, uses trial close	Gives interest hints	Responsiveness to signals
6. Objection Handling	Addresses objections	Gives realistic pushbacks	Persuasiveness
7. Closing	Uses one of three closing techniques	Accepts or hesitates	Confidence in close
8. Bundling/ Upselling Opportunity	Adds relevant products/services	Accepts or questions value	Sales maximization
9. Follow-up Commitment	Schedules delivery or follow-up	Tests for next step	Final wrap-up clarity

Excluded from Role Play Scope

- Administrative processes
- Technical system use
- Calculations
- Post-sale steps
- Deep product configuration

Information Needed from SME

1. Scenario Context & Objectives

- What parts of the sales process should be practiced? (Greeting, qualifying, objection handling, close, all) - All
- What skills should the trainee demonstrate or improve? (empathy, upselling, overcoming objections, trial closing) All

2. Persona Definitions

- For each person, define these characteristics:
 - Name & Demographics: Age, gender, occupation, lifestyle clues (e.g., single mom, retired veteran, college student)
 - Shopping Motivation: Why are they at Rent One? What do they want or think they need?
 - Pain Points/Challenges: Budget, past bad experiences, space limitations, urgency, skepticism
 - Personality Traits: Talkative, indecisive, skeptical, price-conscious, friendly, impatient
 - Buying Signals: What verbal or non-verbal signs indicate interest?
 - Objections Likely to Raise: Price, spouse approval, competitor comparison, uncertainty
 - Preferred Communication Style: Direct, casual, detailed, emotional, transactional

3. Product/Program Relevance

- What specific products might the customer be interested in? (washer/dryer, TV, living room set)
- What features/benefits should the rep be expected to emphasize?
- Which Rent One program elements matter most to this persona? (e.g., no credit check, same day delivery)

4. Expected Seller Behaviors

- What qualifying questions should the rep ask for this persona?
- What objections must the rep be prepared to address?
- What are the ideal trial close and final close statements?
- How should the rep handle rejection or hesitation?

5. Success Criteria

- What does a successful interaction look like?
 - Is the customer convinced?
 - Do they move to next steps or commit?
- What behaviors earn a high score in this scenario? (For each objective we need to define behaviors that represent high and low scores to create a rubric)