

Scenario 4 - Estimate Delivery & Establishing the Value Role Play – Trainer Evaluation Score Sheet

Trainee Name: _____


Trainer Name: _____

Date: _____

Scenario: Customer has shown the trainee the items they would like removed. The trainee must now walk the customer through the estimate process, deliver a confident price range, and establish value by connecting back to the customer's WHY (Time, Space, or Effort).

Evaluation Checklist

Evaluation Point	Hit (✓)	Needs Improvement (✗)	Comments
1. Walked customer through how pricing works (volume-based, includes all labor/disposal)			
2. Clearly communicated a confident estimate with a price range			
3. Avoided uncertain language ("maybe", "I think", "should be")			
4. Re-established the value of the service (labor, lifting, disposal, cleanup)			
5. Connected the estimate to the customer's WHY (Time, Space, or Effort)			
6. Demonstrated professionalism and product knowledge			
7. Used an assumptive close ("If that works, we'll go ahead and get started...")			
8. Answered follow-up questions with confidence			
9. Maintained a friendly, helpful tone throughout			
10. Delivered the estimate in a clear, timely, and professional manner			

 **Overall Score (out of 10):** _____

 **Actionable Feedback for Trainee:**

Provide specific coaching tips and improvement areas.

Trainer Signature: _____

Trainee Signature: _____