

## Scenario 6 - Objection Handling Role Play – Trainer Evaluation Score Sheet

Trainee Name: \_\_\_\_\_


Trainer Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Scenario:** The customer has expressed hesitation after hearing the estimate (e.g., price too high, wants to think about it, unsure if it's worth it). The trainee must confidently address the objection, re-establish value, and work toward closing the job using objection-handling best practices.

### Evaluation Checklist

Evaluation Point	Hit (✓)	Needs Improvement (✗)	Comments
1. Listened to the objection without interrupting			
2. Acknowledged and validated the customer's concern			
3. Re-established the value of the service (labor, disposal, cleanup, etc.)			
4. Referenced the customer's WHY (Time, Space, or Effort)			
5. Used confident, positive language			
6. Asked clarifying questions if needed			
7. Offered a solution or alternative (coupon, partial load, priority items, etc.)			
8. Demonstrated product and pricing knowledge			
9. Attempted to close again using assumptive or consultative language			
10. Maintained a professional and empathetic tone throughout			

 **Overall Score (out of 10):** \_\_\_\_\_

 **Actionable Feedback for Trainee:**

Provide specific coaching tips and improvement areas.

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**Trainer Signature:** \_\_\_\_\_

**Trainee Signature:** \_\_\_\_\_