

Scenarios Script Template

Overview

We're going to use this framework to create a game that reinforces the knowledge gained....[Your answer here](#)

Set Up

Before we start, let's ask some questions.

Question 1. What is the goal of this scenario?

To sell an item to our customer and have the learner understand the best approach to doing so using LAER as a framework: Listen, Acknowledge, Explore, and Respond

Question 2. What's an example of a conflict that could be avoided by using the skills from the scenarios goal?

Lack of a sale, sales objections,

Question 3. What is the best outcome for all stakeholders?

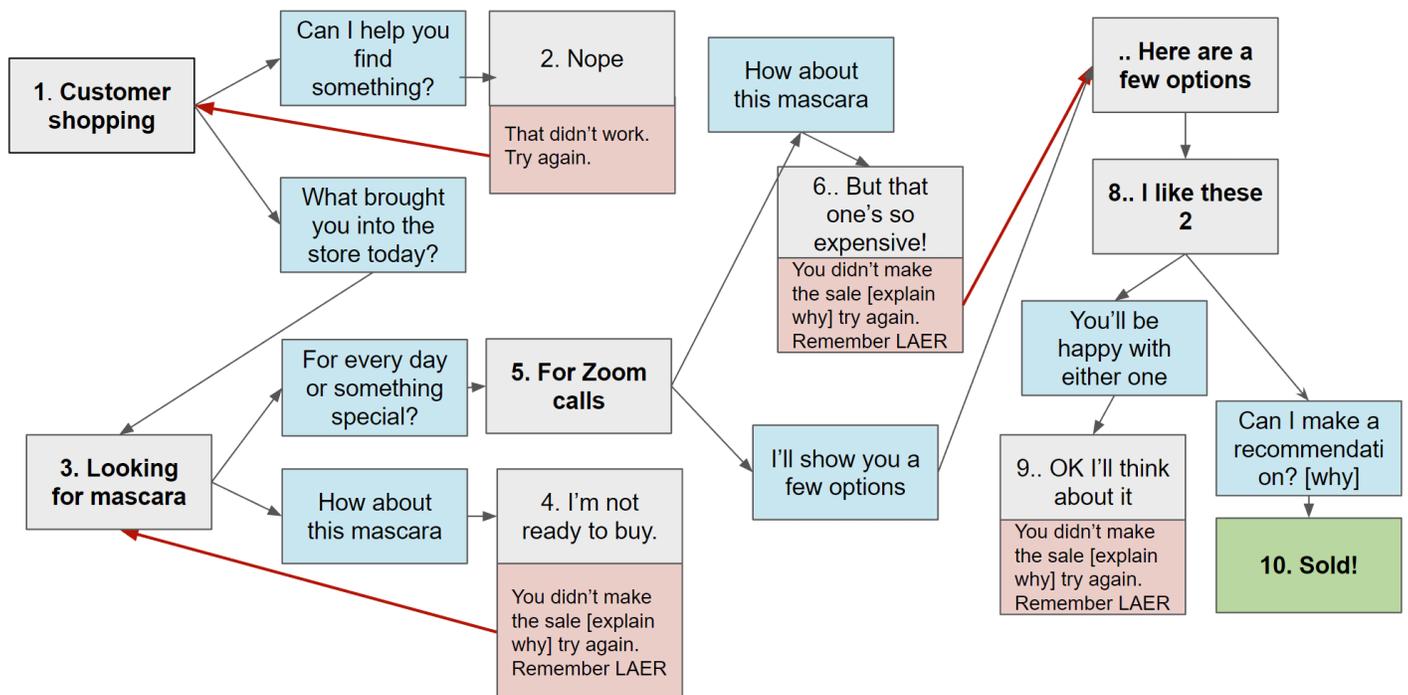
To sell an item to our customer

Question 4. In this conflict, what are ways that things could go wrong?

1. Customer loses interest
2. Sales rep says the wrong thing

We'll use your answers to begin and end your game! Here's a high level picture of what that will look like:

Handling Objections



To create the script first fill out the portions marked with ***** with the answers you already provided and then fill out the rest based on the situation created by the conflict. If you're having trouble coming up with choices look at the outcome that will result from them for inspiration.

Start

Section	On Screen Text	Link
***** Start	Replace with question 1 text	Conflict

Conflict

Section	On Screen Text
*****Conflict	This customer has been browsing for a few minutes. Choose your approach!

Question 1

Choice	On Screen Text	Link
Okay	Can I help you find something?	Try Again
Good	Are you finding what you need?	Try Again
Best	What brought you into the store today?	Next Question

Conflict A - A conflict that shows the player is still slightly misunderstanding the goal

Section	On Screen Text
Conflict	"Nope, I'm fine. I'm just looking." <i>When you ask questions with a "yes" or "no" answer, it is hard to start a conversation and establish rapport. Why don't you try that again?</i>

Question 2 - A conflict that shows the player understands the principles of the goal

Section	On Screen Text
Conflict	"I need a new mascara."

Choice	On Screen Text	Link
Okay	This makes your eyelashes very long. It's our best seller, want to try it?	Try Again
Good	This one is popular, it blew up on social media. Have you heard of it?	Try Again
Best	What are you using it for - is it for every day use or something special?	Next Question

Conflict B - A conflict that shows the player is still slightly misunderstanding the goal

Section	On Screen Text
Conflict	"Oh, I'm not ready to buy. I just wanted to see what you have." <i>Oops, that didn't work. Don't make a recommendation until you know what the customer needs. Let's find out what she's using the mascara for...</i>

Question 3 - A conflict that shows the player understands the principles of the goal

Section	On Screen Text
Conflict	"I am on so many Zoom calls right now! I want to look more polished and professional."

Choice	On Screen Text	Link
Okay	You need a volumizing mascara, it will make your eyes pop.	Try Again
Good	Mascara is a great place to start, and a new eyeshadow will help too.	Try Again
Best	I can show you a few different mascaras that might work.	Next Question

Conflict B - A conflict that shows the player is still slightly misunderstanding the goal

Section	On Screen Text
Conflict	"Oh, that's too much for me right now. I'll just keep using what I have." <i>Slow down a bit. Take a minute or two to show her a few options at different price points.</i>

Info Slide

Section	On Screen Text
Info slide for the learner	<i>Here are a few options you might like.</i> <i>Our black volumizing mascara is less than \$10 and it will show up great on camera.</i> <i>Our blue mascara will really make your brown eyes pop.</i> <i>Our top line mascara costs a little more, but it lasts all day long and it has a very smooth application with no clumps.</i>

Question 4 - A conflict that shows the player understands the principles of the goal

Section	On Screen Text
Conflict	"Hmmm, I can't decide between the basic black and the blue."

Choice	On Screen Text	Link
Okay	It's really a personal preference, but you'll be happy with either one.	Try Again
Good	You could try blue mascara on top lashes and black on bottom.	Try Again
Best	I recommend the black, it's more natural and professional.	Next Question

Conclusion - The learner did not complete the objective

Section	On Screen Text
Conflict	<i>"OK, thanks. I'll think about it."</i> <i>You didn't make the sale! Better luck next time.</i> <i>Before you try again, you might want to read How to Approach Customers in Retail Sales [2019, The Confidence website].</i>

Conclusion - The Learner has completed the objective

Section	On Screen Text
Conflict	"Ok, I'll take it! Thanks for your help." <i>Congratulations! You asked open-ended questions, established rapport, and made the sale!</i>

Outcomes

Outcome	On Screen Text	Link
*****1	Replace with question 4-1 text	Final Thoughts
*****2	Replace with question 4-2 text	Final Thoughts
*****3	Replace with question 4-3 text	Final Thoughts

****4	Replace with question 4-4 text	Final Thoughts
****Best	Replace with question 3 text	Final Thoughts

Learning Opportunities

Learning Opportunity	On Screen Text	Link
1		Conflict
2		Best Outcome

Final Thoughts

On Screen Text