Role Play Training to Improve Agent Performance

Introduction
Agent selling skills have evaporated in recent years...perhaps too much focus on technology and not enough on people skills. Adults learn by watching a skill performed, practicing it on their own in a safe environment then receiving objective feedback on their performance. This session will show managers and trainers how to incorporate this into their meetings and training.

Objectives
- Improve skill retention through active practice
- Get agents to agree to role play in your meetings and training
- Create the opportunity to give specific feedback on performance

MPF Overview

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<th>Model</th>
<th>Practice</th>
<th>Feedback</th>
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<td>Show</td>
<td>Try</td>
<td>Review</td>
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<tr>
<td>Observe</td>
<td>Perform</td>
<td>Evaluate</td>
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<tr>
<td>Create Image</td>
<td>Role Play</td>
<td>Impact</td>
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Model/Feedbac vs. Tenure

The BEST way to practice
- Role Playing!
- Adults learn by Doing
- Perform the behavior in a safe environment
- Group role plays
- Individual, two-way with you, the manager
- Agents say “I don’t like role playing!”

Sell them on the purpose
- Change behavior and improve skills
- Learn self-awareness
- Opportunity for real practice
- If you can perform in a role play, then real life will be easier
You have to practice on SOMEone
So your only choice is: on whom?
Pilots: simulators
Surgeons: cadavers
Comedians: small clubs
Performers: table reads, rehearsals
Athletes: weights, altitude

Sell them on the benefits
Practice skills in a private, safe environment
Instant improvement in your selling and interaction skills
Honest, accurate feedback
See how your clients see you
“Do I really sound that way?” Yes!
Remove distractions, mannerisms
Magnify your strengths

What to role play?
Open house greeting
First minutes of a listing presentation
Last minutes of a showing debrief
Door knock a neighbor near current listing
Lead call
Sphere of Influence call
Commission objection

Include video recording
Everyone has a recording device
Record the role play, then
Play it back for the subject and group
THE most objective feedback
Easy to use and play back

Assign the roles
Group leader: Defines and orchestrates role plays
Recorder/Timer: Holds recording device and times
Customer: Performs as prospect/buyer/seller
Subject: Sales person practices skill
Participants: Watch, take notes

Slate the video
To make it easier to find the video on your device, begin the first few seconds of recording on the slate filled with the participant information.
Role Play Setup
Green circles represent the role play participants
Red circles indicate the attendees

Note taking in two columns
Participants will give better feedback if they write down specific actions observed then soon after make comments describing how they felt.

<table>
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<tr>
<th>Behavior: What they did</th>
<th>Your reaction: How you felt</th>
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Debriefing the role play
Be sure the feedback is specific
Ask for the subject’s response to the feedback
Consider having the subject record the feedback being presented
Allow the subject to describe what he or she would do Next Time

One-on-one feedback
Use feedback for a “teaching moment”
Specific vs. general
Next time…
Ask: What would you do differently next time?
Lead them to their own answers
Sometimes you just have to give Advice and tell them what to do

About the presenter
David Knox assists the industry in three ways:
Live seminars: Presented 3,500 seminars in 50 States and 12 countries.
Online training: Brokers may provide to their agents 500 videos to improve performance.
Client videos: Agents may provide to their clients high-quality informational videos to create loyalty.
Learn more at: www.DavidKnox.com
