

Round Robin Selling

Sales Booster



Theme



Imagine sellers helping a colleague with an “I have a customer that...” situation. The seller who needs help sits in the “hot seat” as the customer and, in that mind-set, answers all questions posed by their colleagues to determine needs, wants and desires to effectively offer a solution. Everyone benefits as listening, good questioning and problem-solving skills are reinforced. New ideas for challenging situations emerge and everyone gains great information.

Approximate Preparation Time

- 15 Minutes



Materials



- No prepared flip charts are needed
- Timer - Optional (kitchen timer or stop-watch)
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- Pre-Workshop Assignment – Optional:

Prepare sellers in advance to think of a sales situation for which additional insights from others would be helpful for them to advance the sale. The seller should be prepared to explain the situation, any challenges and progress to date.

- Often after a few questions have been asked, sellers will begin offering solutions. Your role is to stop the Round Robin and ask: “What needs have been identified? Do we have enough information about this need to stop questions and begin with solutions?” If the sellers feel they have exhausted the questions - and they are correct, then allow the solutions to proceed. If the sellers are not correct, tactfully explain why more questions would be more appropriate than solutions. Then continue with the questions. Use this as a debrief topic.
- Room Set-up: Semi-circle of chairs with one chair facing the semi-circle.

Round Robin Selling



Time	Session Outline	Dynamics	Visual
	Welcome We all have the “I have a customer that...” situation. Today in our sales booster, Round Robin Selling, one seller will have the opportunity to receive valuable insights from the team to help advance a sale. As we problem solve with a specific situation today, we will hone our listening, questioning and problem solving skills.	Large Group 	
	Introduce Activity Format • One seller will be selected to get assistance on their sales situation. They will sit facing the rest of you. • This seller will briefly share information on their sales situation to include the current situation, progress, barriers, and preferred outcome. Once the information on the situation is shared, the seller will then pretend to be the client or prospect. • Everyone else will ask questions - one question at a time. We'll begin on the far left of the semi-circle and rotate around for 5 minutes. At 5 minutes we'll do a “check-in” to determine if we are truly ready to offer solutions or need to continue with questions. There will be a “check-in” every 5 minutes for up to 3 rounds. • You will ask your questions just as you would on a sales call. The seller answering the questions will answer to the best of their abilities in the mind set of the customer or prospect. • We'll ask questions in rotation until you feel you have enough information to present suggestions and recommendations. • We will recap what we learned from the Q & A prior to brainstorming and offering suggestions. • Then we will brainstorm, as a group, possible solutions for this customer situation based on stated wants, needs or desires we discovered during the Q & A.	Large Group 	

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Time	Session Outline	Dynamics	Visual
	Select Seller Ask for a volunteer. Volunteer will share the sales situation they selected.	Large Group 	
	Round Robin Selling Activity Begin activity with sellers asking questions. Set timer for 5 minute check-ins. Stop after 3 rounds.	Large Group 	Timer Optional 
	What Did We Discover and Solutions Discussion 1. What needs did we discover? 2. What solutions can be offered?	Large Group 	
	Debrief Round Robin Selling Select questions of your choice to ask from this list: 1. How easy or difficult was it to ask questions before recommending a solution? 2. What did you notice about asking questions in relation to offering solutions? 3. How many of you were frustrated and ready to offer solutions while we were still asking questions? Why? Was there value in not being allowed to offer solutions? If so, what value? 4. To the seller playing the customer: How did you feel as a customer being asked questions? What were you thinking in the customer's mind-set? 5. To the seller playing the customer: How will this help you at your next meeting with the customer? 6. Based on this exercise, what are your key take-aways about asking questions?	Large Group 	

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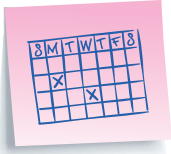


Time	Session Outline	Dynamics	Visual
	Success Achievement Plan Worksheet Sellers complete the Success Achievement Plan worksheet. In pairs, share your answers to: The Specific Action I will take to increase my success this week.	Individual  Pairs 	Success Achievement Plan Worksheet 

Reinforcement tips



Round Robin Selling



Reinforcing the Message

- First opportunity: 1 - 4 weeks later
- Repeatability: Unlimited



Facilitation Ideas

- Use the following questions to lead either table group or large group discussions:
 - Ask the seller who was selected for the Round Robin Selling experience to share how he or she used the questions and information with the customer.
 - Ask for a volunteer to present a new sales challenge. Repeat the same process from the first Round Robin Selling sales booster meeting.
 - Repeat the process when there is a new product or service. Select a seller to represent the typical customer being faced with the new product or service.
 - Prepare a specific customer situation that sellers experience or present as a good coaching opportunity. You take on the role of the customer and use the same process with the sellers asking the questions to you.



Next Sales Booster

- *Better Questions or Working Through Objections* found at www.30minutesalesmeetings.com

Success Achievement Plan



Round Robin Selling



1. What did you learn from this round-robin selling experience?

2. What did you notice about asking questions?

3. What observations do you have about listening and asking questions?

4. How will this help you with your own sales calls?

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)
