

# SE102 Role Practice Activity

## The Silent Consultant

### Objective

To practice active listening without relying on questioning techniques, enabling the sales rep to truly absorb and understand the client's operating reality.

### Prepare

Introduce the scenario the rep is attending a discovery meeting with a potential client (played by you). You will spend five to ten minutes covering a company's history, current challenges, future goals and experiences with similar products or services. The twist is that the sales rep is there just to listen – they cannot ask questions, only listen and provide non-verbal feedback.

### Practice

Initiate the role practice with the monologue providing detailed insights into a sample client's situation. Provide 1-2 minutes for the rep to reflect on what they heard and provide a summary of the client's operating reality and problems and opportunities they heard.

### Progress

#### Evaluate the rep's reactions and listening skills:

1. Did the rep follow the instructions and not interject, ask questions, or try to steer the conversation?
2. Did the rep maintain eye contact and provide non-verbal cues (nodding, expressions of empathy, etc.) to show they were actively listening?
3. Were they able to capture the essence of the client's operating reality?
4. Were there any key points that were missed?