



## Week 4: Providing Clarification and Assurance

### Role Play Introduction – Player B

You will be continuing the role you played previously, as a service representative for a fictitious “smart building” company called McConnell Environmental Systems and Controls (see box below if you need a reminder).

To begin the role plays, read the background for your first role on page 2 and make notes on page 3 to guide you during the role play.



McConnell Environmental Systems and Controls, a rapidly growing division of McConnell Industries, designs, manufactures, and distributes a broad range of products for energy management and controlled environments. McConnell products and services are grouped into these four categories:

1. Environmental Management Systems, such as the MC-2200, are computer-based systems to monitor and control environmental quality and achieve energy efficiency. These systems control a building’s HVAC (heating, ventilation, and air conditioning), lighting, and security systems.
2. Environmental Control Products include thermostatic controls, devices to monitor air quality, energy-use monitors, and a broad array of electronic, pneumatic, and mechanical controls.
3. Energy-Efficient Lighting Products include a variety of automatic switching devices as well as a complete line of energy-efficient fluorescent and incandescent lamps.
4. A full range of services including field service, technical support, consulting, training, implementation and site planning, 24/7 support, and remote system monitoring. McConnell has full-service capabilities to maintain its own systems and related equipment as well as systems from other suppliers.

## Role Play 2: Universal Insurance Company

### YOU ARE THE MCCONNELL SERVICE REPRESENTATIVE

**Instructions:** Your objective is to guide the customer in solving or avoiding problems that could get in the way of optimal results. Follow the R3 Service principles and processes and take notes on the following page. In preparation, read the information below

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**Your Role:** As a McConnell service engineer, you maintain and repair the MC-2200 system and devices related to the monitoring and control of building environments. You are also called upon to troubleshoot and resolve problems that involve HVAC (heating, ventilation, and air conditioning) equipment from a variety of manufacturers.

**Customer Organization:** Universal Insurance Company specializes in property and casualty insurance for business and residential customers. The company relies on McConnell's MC-2200 to monitor temperature and air quality and control the HVAC system. The HVAC equipment itself (boilers, compressors, ducts, etc.) is supplied and maintained by Boylen Corporation.

**The Situation:** You have recommended that Chris Webb consider expanding Universal's service contract with McConnell to cover Boylen's HVAC system. Webb told you that it is cumbersome to deal with more than one service contract, and that the Boylen contract will be up for renewal soon. Webb indicated that the service contract might be a good idea and agreed to consider it.

You are still speaking with Webb. In fact, only a few minutes have passed since you recommended a service contract. You sense that Webb has a concern, and you suspect that it has to do with the service contract. You feel confident in your recommendation, though, because you know that:

- the service contract will save Universal time and money and will help to ensure optimal results from both the McConnell controls and the HVAC system.
- McConnell has a great deal of expertise in maintaining and repairing HVAC systems. In fact, McConnell requires its service representatives to have additional training beyond industry standards and to have a working knowledge of the specific equipment provided by all major suppliers.
- McConnell has ready access to all replacement parts from major HVAC suppliers.

Begin this skill application by asking Chris Webb, "Do you have any questions or concerns about the service contract I've recommended?"

## **Role Play 2: Universal Insurance Company**

### **McConnell Service Representative (notes).**

1. Listen/Probe to understand perception

2. Acknowledge perception

3. Provide clarification and/or assurance

4. Listen/Probe for agreement