R O O M

The business case for Room Ready

A science-backed workshop on the small behaviours that win or lose customer trust



The problem

Customers judge the whole company by small moments: a confidential comment overheard, an interruption, a bored face while a colleague speaks, "as I said before". These habits are invisible to the people doing them and obvious to customers. None appears in a CRM, so they rarely get fixed.

Whole firm

Customers who saw one employee be rude to another judged other staff, the firm and future visits more harshly.

Porath, MacInnis & Folkes (2010), Journal of Consumer Research

11 vs 6 seconds

People explaining a problem were interrupted after a median 11 seconds. Those allowed to finish needed 6.

Singh Ospina et al. (2019), J Gen Intern Med

r = .21

Feeling listened to correlates with job performance across 664 effect sizes; customers trust salespeople who listen.

Kluger et al. (2024); Ramsey & Sohi (1997)

Trainable

Emotional intelligence predicts performance in customer-facing jobs and improves with practice and feedback.

Joseph & Newman (2010); Mattingly & Kraiger (2019)

The solution

A 3.5-hour, ready-to-run workshop built on one memorable model, **R.O.O.M.** (Read the Room, Own Your Presence, Open Your Ears, Mind Your Words, on an EQ Floor), with an animated series that shows each fail and the fix. It's mostly practice, because training research favours practice with feedback over lectures (Mattingly & Kraiger, 2019).

- 63-slide deck with minute-by-minute speaker notes and six embedded episodes
- Facilitator guide, participant workbook (print rights), six games and a quiz game
- Evidence Brief: 32 graded findings, 9 busted myths, 52 references
- Job aids and a 90-day reinforcement plan with manager observation checklist

Investment and break-even (worked example)

Item	Amount
Team Kit licence, up to 50 people a year (introductory price)	**$497**
Team time: 20 people × 3.5 hours × $60 loaded hourly cost	**$4,200**
Total investment, including everyone's time	**$4,697**
Gross profit on one typical account: $50,000 × 35% margin	**$17,500**
Break-even: share of one account's gross profit	**27%**

Read it like this: if the programme helps the team keep or win about a quarter of one typical account's annual gross profit, it has paid for itself, including the time everyone spent in the room. Run your own numbers at room-ready.pages.dev/team.

We don't promise a win-rate lift. No provider can honestly do so. Use the break-even point to judge the decision against what you see in your own meetings.

Build or buy?

An industry survey of 249 organisations found an average of 43 development hours per hour of instructor-led training, at an average cost of $5,934 per finished hour (Chapman Alliance, 2010). For a 3.5-hour workshop that is about 150 hours and $20,800 in 2010 dollars, before animation, research and reinforcement materials.

How we'll measure it

Level	Measure	When
Reaction	Two-minute pulse survey	End of workshop
Learning	Quiz score and self-scorecard, before and after	Day 0 and day 90
Behaviour	Manager observation checklist in live customer meetings	Days 30, 60, 90
Results	Customer feedback on professionalism; win/loss themes	Quarterly

Framework: Kirkpatrick & Kirkpatrick (2006).

Options

Option	What's included	Price
Team Kit	Run it in-house for up to 50 people a year	**$497 intro**
Team Kit + Live Kick-off	Plus a 60-minute live launch session with a Room Ready facilitator	**$1,495**
Custom episode	An animated episode built from your own anonymised scenario	**$2,950**
Customer Call Audit	3 recorded calls scored, report and debrief; optional re-audit at day 90 (+$950)	**$1,950**
Enterprise	Live delivery, customisation, unlimited licence	**from $4,950**

Low risk: watch Episode 1 with your team and run one Room Check before a real meeting. If it doesn't change how that meeting goes, email within 30 days for a full refund.