

## Store Role-Play Scenarios

### **Scenario 1: Cooperative Manager**

The scene begins with the manager approaching the rater to question the visit. The rater explains the project and hands the manager the letter. The manager gladly accepts and asks the rater if there is anything he can do to help. The rater thanks the manager for his permission and continues rating the store.

### **Scenario 2: Uncooperative Manager**

The scene begins with the manager approaching the rater to question the visit. The rater explains the project and hands the manager the letter. The manager declines and asks the rater to leave. The rater thanks the manager for his consideration and leaves the store.

### **Scenario 3: Unsure Manager/Employee**

The scene begins with the manager approaching the rater to question the visit. The rater explains the project and hands the manager the letter. The manager is a little unsure about the study. He asks if we are going to share our information with his competitors. He whines about losing his bonus if we shared our information with his competitor. The rater assures the manager that we will **not** share any information with his competitors and that all information is confidential. The manager finally agrees. The rater thanks the manager for his permission and continues rating the store.

### **Scenario 4: Curious Shopper**

The scene begins with the rater completing the measures in the store. The rater is approached by a curious shopper. The shopper asks the rater what he/she is doing. The rater explains the project to the shopper. The shopper then asks the rater which fruit should she buy or which fruit is the healthiest for kids. The rater tries to answer her questions and continues rating.

### **Scenario 5: Talkative Cooperative Manager**

The scene begins with the manager approaching the rater to question the visit. The rater explains the project and hands the manager the letter. The manager gladly accepts and asks the rater if there is anything he can do to help. The manager begins to talk about his venture to be more healthy. He mentions an event from the past (maybe an illness?) that made him change his eating habits. He assures the rater that his store has the best quality of fruits and vegetables. The rater thanks the manager for his permission and continues rating the store.