

Inbound Sales Excellence



Call centers often yield a return on investment of 20 percent or better—they have such an impact on the bottom line that they are sometimes considered to be profit centers with their own income and growth targets for the top line. Effective use of call centers has enabled organizations to expand the reach beyond traditional marketing tools such as advertising, promotions, and personal sales.

Inbound Sales Excellence (ISE) is a compelling customer service program that dramatically improves how call center agents create value for organizations. It helps participants clearly communicate their competence and establish credibility with customers, who in turn will be more likely to respond to questions, accept the agent's recommendations, and remain loyal over the long term.

ISE provides your call center agents with the skills to guide the incoming call, discover the caller's needs, relate those needs to a solution, and finalize the sale.

ISE Model



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Program Outcomes

ISE gives call center agents the skills to sell in the inbound call center environment. Call center agents are able to control the call and sell, while maintaining a positive relationship with the caller. Wide implementation of a complete ISE approach can lead to substantially increased call center sales.

Learning Approach

Implementing ISE fits the call center environment by design. It engages the call center managers to gain their support and commitment to coach their agents. Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, ISE includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares participants for the overall learning experience:

- The opening module sets the context for learning by establishing the business case for customer loyalty.

Learning Transfer design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop

All can be delivered in modular format over non-consecutive days to allow application between sessions. This program can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

Organizational Alignment ensures the learning is aligned and connected to the participant's job:

- Checklists and other program resources provide participants with support for skill application and implementation.

Modules: Key Learnings Are . . .

The Customer Experience

How to understand the customer's perspective and what keeps a customer loyal over time; learning to balance call performance measures against the need for high quality customer interactions

Guiding the Call

How to identify the elements of professionalism to increase customer confidence and earn the right to ask questions and make a recommendation; understanding how to practice "reading" and responding appropriately to customers' verbal cues

Discovering Needs

How to use questions that explore the customer's use of your products and services; how to center on details and more specific information to summarize a good understanding of the customer's situation

Providing Solutions

How to use a four-step process for making a recommendation and understand how to answer typical technical questions asked by customers

Finalizing the Sale

How to handle objections, uncover real concerns, and respond to customer resistance, while learning how to use an assumptive closing attitude to complete the sale and close the call

Your Salespeople Will . . .

Know what makes a good call experience and how to build customer loyalty

Be able to quickly communicate confidence and establish credibility so your customers will stay on the phone and respond more comfortably to questions

Be able to use a four-part strategy that has customers willing to share information that helps you add value and create customer loyalty

Be able to make compelling solutions, effectively respond to customer objections, and close the transaction

Be able to close the call or sale in a way that leaves your customers with strong, positive feelings about doing business with the organization

Continued

As a result of this integrated approach, participants will continue to apply the skills and tools learned long after the learning event is completed.

Enabling Improved Performance

Inbound Sales Excellence (ISE) can be enhanced by application, reinforcement, and support tools. During the course, participants will be given checklists to support learning and adoption of the skills. These checklists can be used after the program is completed to continue implementation of the methods learned.

Evaluation

Organizations that implement ISE can also access optional measurement and evaluation tools. Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.