



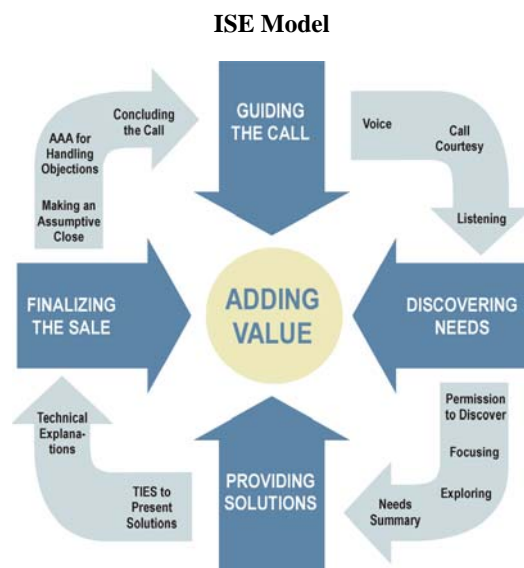
## INBOUND SALES EXCELLENCE

Call centers often yield a return on investment of 20 percent or better and 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.

### APPROACH

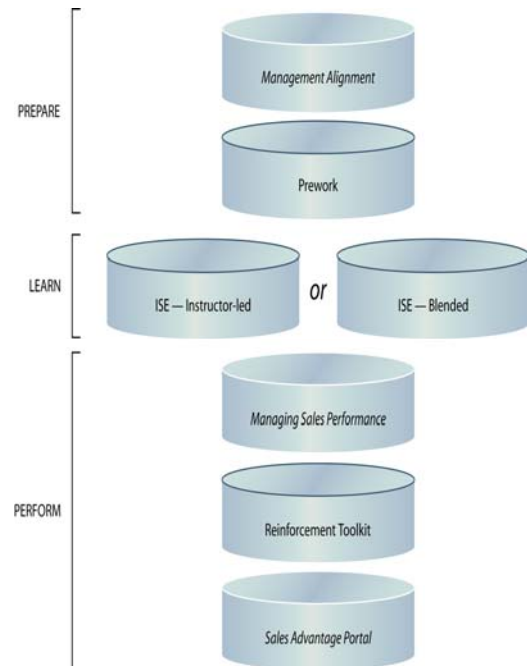
Implementing ISE fits the call center environment by design. It engages the call center managers, to get their support and commitment to coach their agents. Learning components can be *flexibly delivered* – as a modular instructor-led or blended solution (with e-learning for most content followed by an application session for practice and action planning). Several optional components (*in italics*) are highly recommended to create an integrated solution to change sales results.



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

### VALUE PROPOSITION

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.



Whether instructor-led or blended, ISE has a classroom component, which can be taught by a Wilson Learning facilitator, or by an organization's leader-trained in-house professional.

ISE has five integrated learning modules:

## OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>The Customer Experience</i></p> <p>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 in their customer interactions.</p>	Know what makes a good call experience and how to build customer loyalty.
<p><i>Guiding the Call</i></p> <p>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.</p>	Be able to quickly communicate confidence and establish credibility so that your customers will stay on the phone and respond more comfortably to questions.
<p><i>Discovering Needs</i></p> <p>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.</p>	Be able to use a four-part strategy that has customers willing to share information that helps you add value and create customer loyalty.
<p><i>Providing Solutions</i></p> <p>How to use a four-step process for making a recommendation and understand how to implement a five-step process for answering typical technical questions asked by customers.</p>	Be able to make compelling solutions, effectively respond to customer objections, and close the transaction.
<p><i>Finalizing the Sale</i></p> <p>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.</p>	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.

### ENABLING IMPROVED PERFORMANCE

ISE can be enhanced by application, reinforcement, and support tools. During the course, participants will be given checklists that will ensure program implementation. These checklists can be used after the program is completed to continue implementation of the methods learned. ISE also has a manager component to help call center supervisors learn to coach to the skills the agents learn. Enabling supervisors to support agents and holding them accountable is critical to successful implementation of ISE.

### MEASUREMENT

Organizations that implement ISE can also access optional measurement and evaluation tools. The coaching tools indicate and demonstrate progress as a by-product of the coaching process.

In a call center environment, there is no shortage of metrics. Through optional consultation with Wilson Learning, appropriate metrics can be identified to see

the ISE difference. This difference will be seen in terms of changed behavior and in terms of sales, while giving other variables the appropriate credit.

### EVALUATION

In most implementations, Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that ISE brings the results you seek. We are committed to helping you succeed, and we will work with you to set up measurement systems to help move desired change forward 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 integrated with your sales process.**