

Business ■ Performance Group

Medium Size Services Organization – Training Business-to-Business

High-Impact Customer Service
Leading High-Impact Sales
Customization Services
Facilitation Services

Affected business description

The client is a medium sized organization which provides soft-skill training, products and services to approximately 35,000 organizations nationwide. The organization uses direct mail, electronic marketing, telephone sales and field sales in their marketing and sales mix.

Business problem or business opportunity

Marketing generated several thousand inbound calls per day into the client's call center. These calls presented opportunities to cross-sell and up-sell the organization's products and services.

Why did this problem happen?

Because the offerings were fairly complex, many decision makers were missing training opportunities or alternatives which could meet their needs even though it may be mentioned and referenced in the marketing materials.

The inbound call was a perfect opportunity to leverage additional sales via cross-selling and up-selling.

Initially, the customer service team resisted the initiative because they didn't see themselves "in sales." Compliance in asking for the sale was mediocre, and the technique was more perfunctory.

What did the client want?

The client wanted to fully capitalize on the inbound opportunity with their existing customer service team. Goals were set including double digit sales growth for the customer service department.

Special product for the initiative was also developed which was unique to the inbound call center and the cross-selling and up-selling initiative.

What did Business Performance Group's product provide?

With senior management, Business Performance Group and the client first created measurements for the department which would provide a way of benchmarking progress towards the revenue goals. The team decided two major behavior changes needed to happen – first, the customer service representatives needed to ask for the sale on every call. Secondly, the effectiveness of the sales process needed to be improved.

Business Performance Group provided training for the management team using the program Leading High-Impact Sales. For an additional day, the management team and Business Performance Group's facilitator created all of the deliverables for the initiative including Personal Business Plans, Call Outlines and Call Checklists and an A-B-C-D Management Plan.

When the management team was trained, a series of short two-hour training courses were prepared to achieve behavior change within the call center group. This included modules from the program High-Impact Customer Service as well as materials developed with the sales managers on the company's products and services.

The goal was to make the representatives comfortable in asking for the sale (behavior change number one) and secondly to improve cross-selling and up-selling techniques.

End result.

The department is on track to meet their double-digit increase revenue goals.

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