

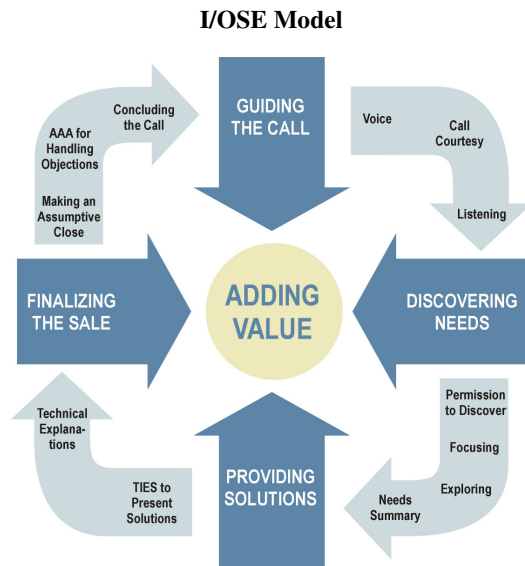


PERFORMANCE • FULFILLMENT • RESULTS

INBOUND AND OUTBOUNDSALES 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 multiply the reach of traditional marketing tools such as advertising, promotions, and personal sales.

Inbound and Outbound Sales Excellence (I/OSE) 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.



I/OSE brings your call center agents the skills to guide the incoming call, initiate outbound calls, discover the caller's needs, relate those needs to a solution, and finalize the sale.

VALUE PROPOSITION

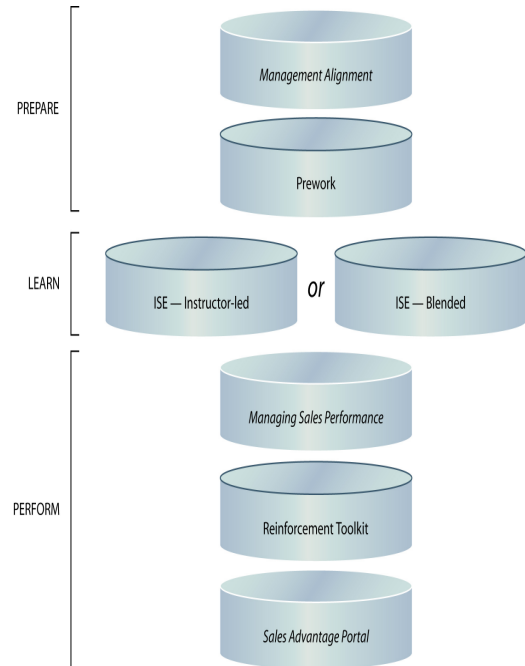
I/OSE gives your call center agents the skills to sell in the call center environment. Call center agents are able to control the call and sell, while maintaining a positive relationship with the caller. Wide implementation of a complete I/OSE approach can lead to substantially increased call center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

OUTCOMES BY MODULE

<i>Key Learnings Are...</i>	<i>Your Salespeople Will...</i>
<p><i>The Customer Experience</i></p> <p>Learning 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>	<p>Know what makes a good call experience and how to build customer loyalty.</p>
<p><i>Guiding the Call</i></p> <p>Learning 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>	<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>

APPROACH

Implementing I/OSE fits the call center environment by design. It engages the call center managers, thereby ensuring their support and commitment to coaching 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 day for practice and action planning). Several optional components (*in italics*) are highly recommended to create an integrated solution to change sales results.



Whether instructor-led or blended, I/OSE has a classroom component, which can be taught by a Wilson Learning facilitator, or by your own leader-trained in-house professional.

I/OSE has four integrated learning modules:

<p><i>Discovering Needs</i></p> <p>How to use questions that explore the customer's use of your products and services; learning more about the customer's situation. How to center on details and more specific information; to summarize a good understanding of the customer's situation.</p>	<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>
<p><i>Providing Solutions</i></p> <p>Learning 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>	<p>Be able to make compelling solutions, effectively respond to customer objections, and close the transaction.</p>
<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>	<p>Be able to close the call or sale in a way that leaves your customers with strong, positive feelings about doing business with you.</p>

ENABLING IMPROVED PERFORMANCE

I/OSE has application, reinforcement, and support tools available. I/OSE 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 I/OSE.

MEASUREMENT

Organizations that implement I/OSE also have access to measurement and impact 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 consultations with Wilson Learning, the appropriate metrics will be identified to see the I/OSE 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 I/OSE 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.