

## **How do we get our inbound service team to start selling on their calls**

**The Client** – The Malaysia and Singapore-based Call Center of a leading multi national bank

**Target Audience** - Inbound officers, Team Leaders, Managers, Call Quality, Outbound officers

### **The Need**

A team of service experts handling banking asset, liability and cards products needed to start selling during the service interactions, and bring in revenue to the cost center. The internal trainer team had to be enabled to continue the training on their own

- How do we get the service team to overcome resistance to selling
- How do we make the conversation comfortable for the agent as well as the customer
- How do we transition from service to sales in the same call
- How do we give the customer the most convincing information in the shortest time
- How do we handle objections and close sales

### **What We Did:**

#### **Always – Client First**

- Listened to over 30 real customer calls to understand possible selling opportunities, customer preferences and participant styles
- Observed systems and processes to create practical selling scenarios
- Understood the client's products, features and benefits to create realistic product pitches
- Studied the quality parameters to ensure that sales conversations met the stringent guidelines

#### **The Intervention**

- **One day sales program**
  - Difference between service and sales
  - Making a transition from service to sales
  - Probing
  - Explaining the product features and benefits
  - Handling key objections
  - Closing
- **Two day TTT for trainers**
  - Trainer essentials
  - Conducting key activities
  - Two teach-back sessions per trainer with individual feedback
  - Trainer certification
- **One day observation of trainers delivering the program**

#### **The Game Changers**

- Use of real call-clipping as examples of sales opportunities
- Use of actual product features and benefits to create an instantly usable script
- Creating an understanding of the sales process so that participants are able to apply the skills to any product
- Overcoming resistance to selling
- Creating internal trainer forum to continue the process

#### **The Results**

- The client was able to get the desired service team trained by its internal trainers over the next few months
- Team leaders & managers affirmed an observable mindset change for officers who were resistant to sell as they were used to the service role & therefore did not feel comfortable to do something new.
- Inbound officers who were open to sales but had limited productivity, felt ready, equipped with techniques & more confident.