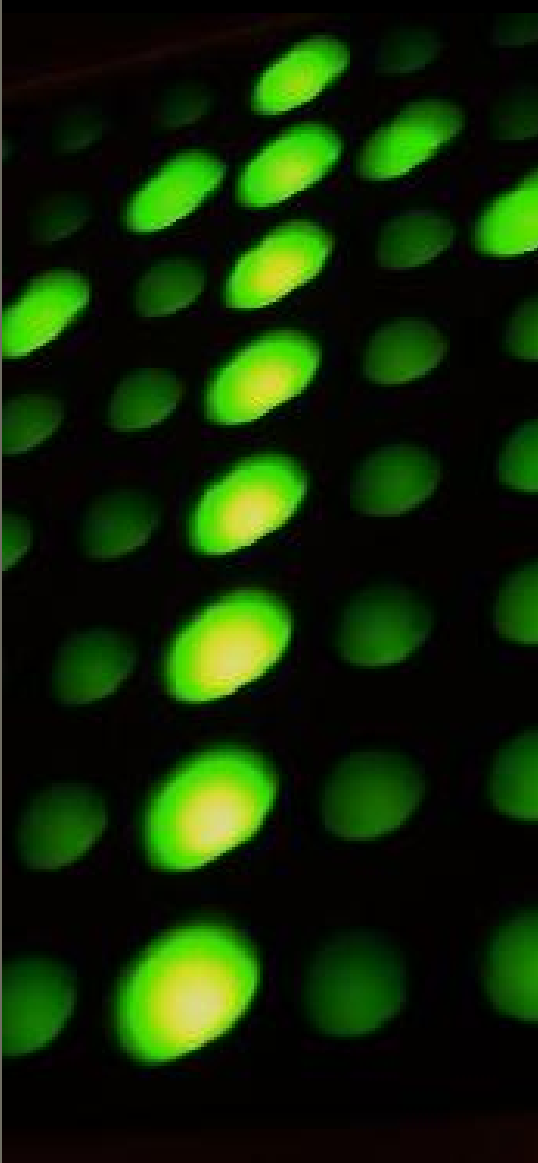


## Success Story:

### Elevating customer contact to the next level

An abstract background pattern consisting of numerous out-of-focus, glowing green and yellow circular shapes of varying sizes, creating a bokeh effect against a dark background.

### Contact Center Sales Training

#### Opportunity:

The challenge in this situation was to take a group of representatives who were skilled in inbound customer service and order processing and give them the necessary sales skills to successfully staff an outbound sales initiative.

#### Solution:

To begin, we conducted a review of the representatives' current capabilities, the skills and mindsets of their supervisory personnel, existing call center training curriculum and direct observation of customer services call center practices (including call monitoring).

As a result, we developed a training curriculum with the following goals:

- Overcome the stigma of selling in an outbound environment.
- Develop a sales training tool that can be utilized by the call center training and supervisory personnel on an ongoing basis.
- Maintain focus on positive customer experience.
- Have an immediate impact upon results by conducting training sessions for the representatives.

#### Results:

- Supervisory staff have successfully transitioned from pure inbound customer service mindset to that of a sales focus (while maintaining a professional, "non pushy customer oriented approach").
- The representatives have become energized and are feeling success.
- Sales conversion doubled within the first week; correspondingly their cost per unit was decreased dramatically.