

Call Center Selling

Presented by J.W. Owens



A Perspective 101 Series



Call Center Selling



Ask anyone how they feel about ringing a Call Center or being contacted by a Call Centre and the reaction that you get is often negative. People say things like:

- It takes a long time before I get to get to speak to a person who can help me
- They play music and keep telling me how important my call is. Why don't they employ more staff?
- When I do get through, the agent is obviously working from a script
- The agents are often incapable of dealing with my problem
- The Call Center is based overseas, with corresponding language and accent problems
- The company has touch tone menu systems and automated queuing systems that just make me feel frustrated
- Departments don't communicate with each other so I have to repeat information, or describe my problem over and over

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First of all, if you are an agent some of these issues are out of your control. Systems have often been designed from people in IT who don't always see customer service issues from the customer's point of view.

There are some key issues, however, that you can influence. Ideas that can help you give better service and make your role more fulfilling.

Here they are:

- ❑ **Begin with your attitude.** Customers want to speak with someone who is friendly and helpful. However, they haven't called you to make friends so you must stay focused on identifying and solving their problem
- ❑ **Introduce yourself and give your name.** One tip is to say your first name first, then give your full name. *"Hello, my name is Sally. Sally Smith and I work in Customer Services. How can I help you?"*
- ❑ **Be friendly and helpful.** Asking *"How can I help?"* encourages the customer to talk and give you the information you need

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- **If you get an angry customer don't interrupt them.** Let them have their say. □ Usually, once they have had their say they will apologize and be more receptive to listen to you. Be empathetic
- **Ask them for their name.** People like to deal with people and, increasingly, call Centre's have become more automated and less customer friendly. You need to create a relationship if you are giving excellent customer service
- **You can produce a script, but make sure you use your own words and phrases that sound natural and not scripted**

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- **Work on your questioning skills.** Asking questions is 3 times more persuasive than presenting information. Write your questions down. Learn the value of open questions that get the customer talking. Open questions ask the respondent to think and reflect. They will give you facts, opinions and feelings.
- **Closed questions give specific information.** They are also useful, but too many closed questions, which give short sharp answers, can make the customer feel they are being interrogated
- **One way to overcome this is to introduce your questions.** Explain what you are going to ask before you ask it. This is called prefacing.

Examples are:

- **May I ask you.....? Could you tell me.....?I would be interested to know.....?**

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- Face it, you're a salesperson. Just like everyone else. ...
- Believe in your own value. ...
- Set a daily goal to contact new prospects. ...
- Use a client-focused script. ...
- Leave irresistible messages. ...
- Listen to yourself. ...
- Follow up.



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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

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