

Special Management Series

# Call Center Selling

This is a series of Training for your  
Management TEAM

Presented by J.W. Owens



A Management  
Perspective 303 Series

Management - JWO 345



# Call Center Selling



## Call Center Selling

- Ask anyone how they feel about ringing a call center or being contacted by a call center 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 centers 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

## **For incoming calls a typical structure for the script will be:**

- Open and introduction
- Ask questions
- Identify problems and needs
- Present your solution
- Gain commitment
- Upsell and cross sell
- Close the call
- 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.

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- 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.....?**
- Work on your listening skills. On the phone we can use 3 basic techniques.
- Asking questions, summarizing and responding without saying anything specific. This third technique has been called NCGs; non-committal grunts.
- Examples are **“Mmmm” “Yes” “Really?”** They encourage the other person to keep talking and show we are listening.

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- Once you feel you have identified their needs present your solution. Don't just present a list of features, but explain the advantages and benefits of your offer.
- If you get an objection like ***"That sounds a bit expensive"*** use the following,
- **4 stage process.** Listen to the objection. Don't interrupt. Ask questions to clarify the objection. Most salespeople jump in too quickly with their justification and it annoys customers. Now you can deal with objection and then close the sale or move on
- **Upsell and cross sell.** Once the basic buying decision has been made you are more likely to be able to upgrade the initial offer, or sell ancillary products. Don't feel you need to a sales pitch, just ask questions
- **Dealing with rejection.** Sales is tough. Rejection is a big part of selling that we need to get used to. Don't take it personally. Keep smiling and stick to the basics.



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# Good Selling !



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