

CALL CENTER SALES & SERVICE

Call Center Sales & Service is designed specifically for call center staff to improve the ability to turn a service call into a new sale while continuing to deliver effective service. The course is structured to focus on four key areas that are essential in sales and service. These key areas are:

- Creating an Attitude of Success
- Effective Communications
- Managing the Buyer
- Developing Exceptional Sales and Service Skills

These four key areas of focus structure the course objectives. At the conclusion of the course, participants will be able to:

- Explain the differences and similarities between sales and service.
- Demonstrate the ability to adjust personal attitude to positively achieve a better sense of control and subsequently influence the buyer.
- Define elements of communication including non-verbal communication, active vs. passive listening
- Demonstrate methods for effectively conveying company brand image over the phone.
- Define one's customers according to generational needs and expectations.
- Demonstrate the ability to control caller behavior and adjust one's one behavior accordingly.
- Demonstrate skills to upsell to buyers.

Call Center Sales & Service is an 18-hour program, offered in multiple sessions based on the needs of the client. The course content is presented in an interactive, learner-centered style of facilitation. Participants are actively engaged in application exercises throughout the 18 hours. Ample time is allotted for content assimilation, feedback, and skills practice.



THE SAGE GROUP

PHONE 877-697-2434
FAX 877-697-2434
WWW.THESAGEGRP.COM