



Introducing a Sales Culture to Your Customer Service Team

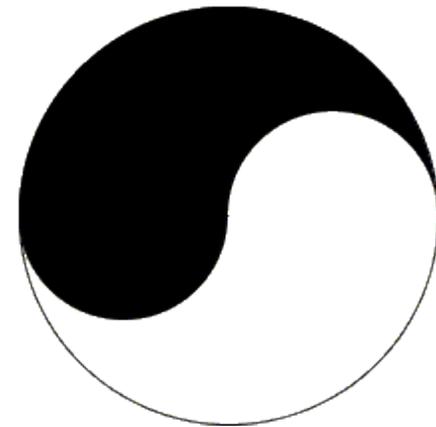
A scoop of vanilla ice cream in your cherry coke?



Nick Kossovan
Regional Contact Centre Manager
Festo

Some Things Belong Together

- Peanut butter & grape jelly
- Milk & cookies
- Hamburger & fries
- Corona beer & lime
- Salt & pepper
- Pen & paper
- Table & chair
- Boat & anchor
- **Customer service & sales**



It goes without saying... it all starts with top management, those who set the organization's culture.

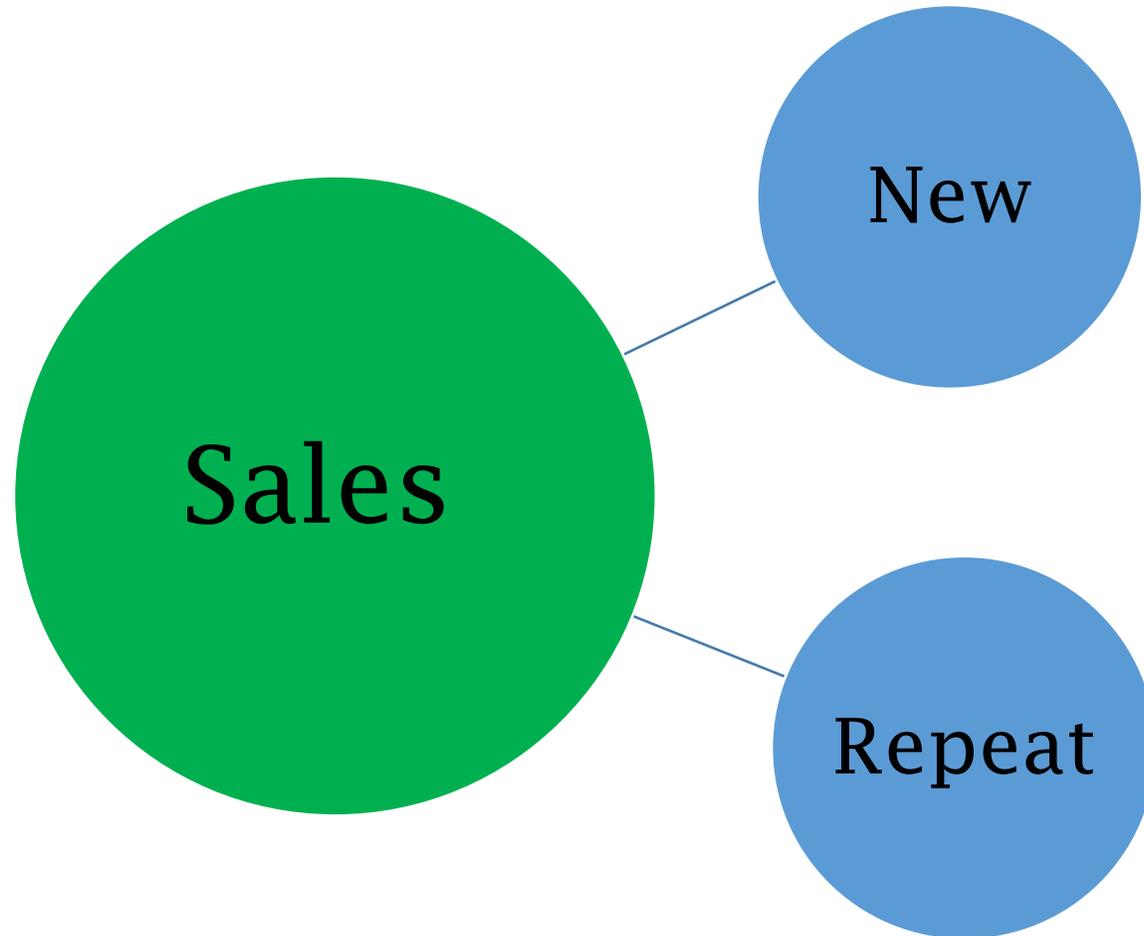
Offering products and services which enhances your customer's experience with their initial purchase should be seen as being part of the customer service your organization offers to customers.



What I Will Be Covering in the Next 35 minutes

1. An Organization's Sales
2. Expectations
3. Hiring
4. Training
5. Share Sales Stats
6. Post Sales Quotes
7. Upfront Message / Hold Message
8. Bundle Products / Services
9. Recognize a Customer's Buying Pattern
10. E-mail signature
11. Incentive
12. Celebrate Sales Milestones

1. An Organization's Sales



At the very least the customer service your company delivers has a direct impact on **repeat business**.



2. Expectations

Set sales expectations from the beginning, in your job description (*i.e. expected to make an upsell offering on 75% of calls, expected to sell a warranty on 60% of orders entered*). Throughout training reinforce the sales expectations as you give your news hires the tools they need to be successful.

~~UNEXPECTED~~



People cannot live up to expectations they do not know have been set for them.

3. Hiring

Have a detailed profile of how the right candidate looks like. You want to be able to recognize those candidates who will be successful in a customer / sales centric work environment.

TIPS:

- Hire for aptitude. Build attitude.
- When hiring look for candidates who want to have a sales career with your organization and position your customer service department as the starting point.

“HIRING THE BEST
IS YOUR MOST IMPORTANT
TASK.” - STEVE JOBS

4. Training

Training comes down to providing the right tools for success. Therefore the first question you need ask: **What does a new hire need to know, master, be fluid with, be comfortable using, etc. to be successful?**

If you want your customer service reps to experience sales success then they will need the right tools for sales success (*i.e. scripts, list of probing questions, cheat sheets, samples, answers to common objections, the ability to negotiate, CRM, etc.*).

TIP: If possible have your new hires shadow one of your sales reps for a few days making calls or shadow with your Inside Sales team.



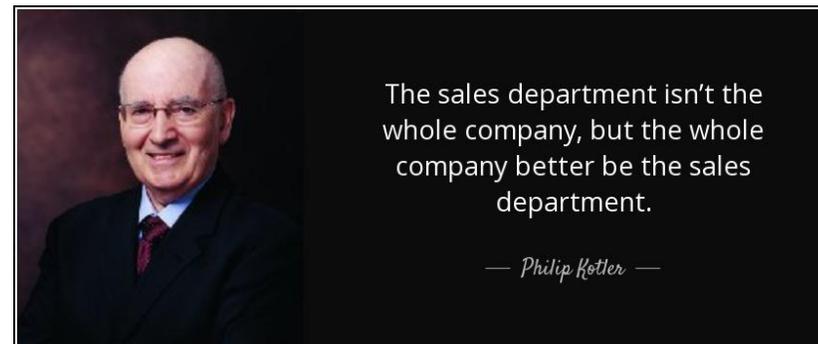
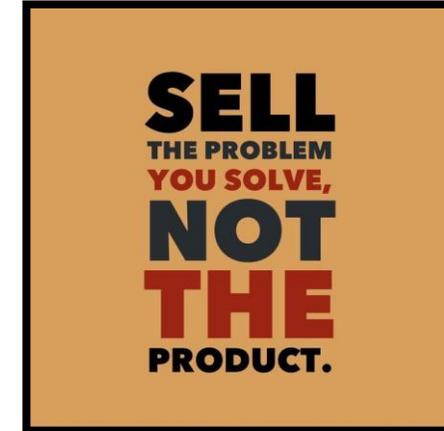
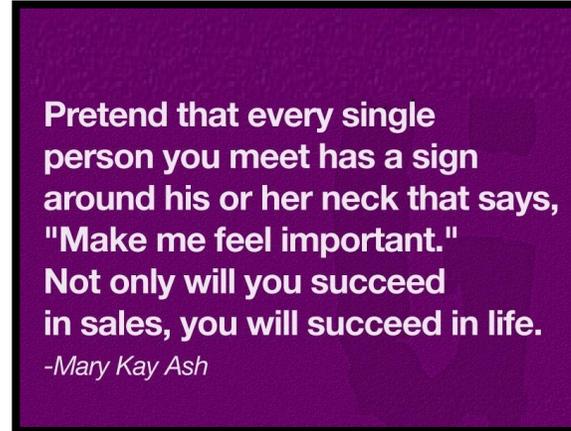
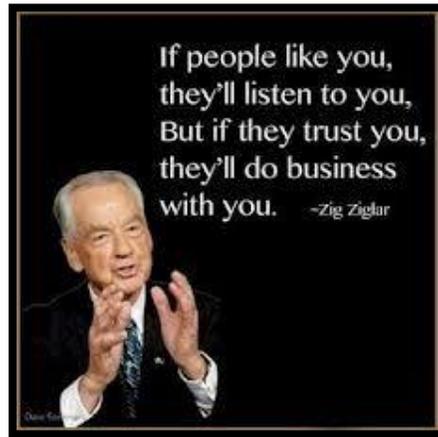
5. Share Sales Stats



Make sharing your organization's sales numbers (*preferably monthly*) a part of your culture. All your employees have an impact on your organization's sales performance, so why not show them how they are performing?

6. Post Sales Quotes

A low hanging fruit is to post sales quotes around your Customer Service department.



7. Upfront Message / Hold Message

If you only do one thing; have a call to action in your upfront message and hold message.

“Be sure to ask your agent about adding a scoop of vanilla ice cream to your cherry coke.”

A call to action in your upfront message and hold message is a sure way to increase sales within your customer service department. Since the customer will be proactively asking about your special, volume discount, etc. your agents will be much more comfortable making sales as part of their role / expectations.

TIP: Experiment with different call to actions.



8. Bundle Products / Services

Bundling your products / services makes up-selling a no brainer.

“Since you are purchasing 6 liters of cherry coke why not take advantage of our Ice Cream Float kit special where you get 6 liters of cherry coke, 2 liters of vanilla Häagen-Dazs ice cream, 2 tall sundae glasses and 25 straws, all for only \$23.99!”



What products / service can you bundle for your customer service representative to offer?



9. Recognize a Customer's Buying Pattern

Your CRM should be able to recognize a customer's buying pattern.

Imagine the revenue impact to be gained when a customer calls in and your customer service representative says, *“Bob, I see that for the last 4 years you purchase 50 liters of cherry coke the week before Labor Day. I presume you will be making the same purchase this year, so why don't I place that order in today to insure you have your cherry coke come Labor Day.”*



10. E-mail signature

If your customer service representatives send out lots of e-mails, have a call to action imbedded in their e-mail signature.

Jughead Jones

Cherry Coke CSR

121 Baker Street NW

Atlanta, GA 30313 USA



Check out our [Ice Cream Float Kits](#) special for the month of May only!



11. Incentive

The right sales incentive does 3 things:

- a) Drives the right behavior
- b) Rewards the right behavior
- c) Answers the question: WIFM?



By offering your customer service reps a sales based incentive you are indicating how much you value their contribution to your organization's sales.



12. Celebrate Sales Milestones

Who doesn't like to be part of a celebration?



