

# INTELEGENCE

## INBOUND SELLING SKILLS

INTelegence is a two-day, instructor-led program designed to improve your team's ability to up-sell and cross sell in an inbound environment while also enhancing the customer experience.

The most obvious problems are often the most difficult to solve. Such is the case with motivating inbound sales reps to lead phone calls. The challenge is the same in every organization. How do you transition your team from just taking the order to proactively exploring new opportunities?

Why is this problem so common? It's simple really, most reps think of themselves as customer service reps. If they wanted to be in a "hardcore" sales role they would have signed up to be in one. How then, can you transition your reactive team into a proactive sales organization? INTelegence.



## “Inbound reps typically don’t lead and that’s the fundamental reason they are reduced to ‘fries with that’ selling”

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For more than 15 years, we have focused on changing the way inside sales organizations excel. From managing to selling, we have discovered innovative ways to manage the unique differences between an inbound rep and the typical sales rep. To be successful, a specialized set of skills needs to be developed, a different philosophy about how to approach your customers must be embraced, and your managers have to be equipped to transition your organization. The key is INTelegence.

## Trees Rarely Grow In Parking Lots.

For a relationship to take root and grow, the soil must be prepared. Customers have to be open and receptive to enable success. To ensure the customer will reveal honest needs, allow us to lead the call and embrace

our recommendation, we must first soften “the soil.” We must develop some level of customer intimacy.

The popularity of this idea only proves the truth, relationship determines influence. Before inside sales reps have the opportunity to influence, they first have to develop the skills and mindset to instantly build a relationship in the first 15 seconds and throughout the call. In this initial module, reps learn the fundamentals of quickly connecting with the customer on an emotional level:

- » **Other Centered Focus** - Grow the desire to serve vs. be served
- » **Expertise** - Discover how to speak the language of the customer
- » **Versatility** - Adjust to the unique styles of the customer and meet their greatest emotional need

## The agenda is king.

Calls aren’t accidental. The customer is typically very vocal about their agenda. They have a destination in mind and they assume they should lead the process. It’s just too easy for the rep to get in the back seat and let the customer drive. The problem is the customer doesn’t know where they are going, the call is inefficient, and ultimately a limited solution is prescribed. The solution? Learning a new process. INTelegence provides reps with a simple system for ensuring the relationship is enhanced and that the rep is in the driver’s seat.

## Do you want fries with that?

Now that the relationship skills are built and a process for leading the call is established, it is time to learn how to move beyond “do you want fries with that” pitches to a more consultative approach to selling. To be able to increase average order size, attachment rates, and new customer conversion, reps will learn the 12 unique competencies of selling in an inbound environment. And you will see your team transition from:

- » Reactively responding to a customer’s stated needs to proactively leading the call
- » Asking canned questions to having a consultative dialogue with customers
- » Making a few scripted offers to creating solutions specifically crafted to the unique needs of every customer
- » Meeting the customer’s service expectations to exceeding expectations
- » Being afraid to ask for a commitment to identifying barriers and concerns and advancing on every call

