

# EXPERIENCE<sup>+</sup>

## CUSTOMER SERVICE SELLING

Motivating customer service reps to up-sell and cross-sell, in addition to serving the customer, may be the most daunting task an organization can tackle.

Most CSRs will quickly tell you, "If I wanted to sign up for a sales job I would have interviewed for one." Why the resistance? A high percentage of reps and managers believe that selling focuses on *manipulating* the customer and service is about *helping* the customer. Here lies the problem and the hidden solution to motivating your CSRs to sell.

**Experience<sup>+</sup>** is a two-day, instructor-led program that is specifically designed for the CSR who has the responsibility to not only enhance the customer experience, but to also grow incremental revenue on every call. ASLAN understands the unique challenges of selling and managing customers over the phone because we have focused on changing the way contact center organizations sell since 1993. The phone is different and customer service reps aren't your typical sales rep. To be successful, a unique set of skills needs to be developed, a different philosophy about how to approach your customers needs to be embraced, and your managers have to be equipped to transition your organization.



# “Total Service is meeting all the customer’s needs—stated and unstated.”

## First Thing Second.

When service organizations wake-up to the opportunity to grow revenue on every call, the message can sometimes be subtly communicated that service is no longer important. When that happens, not only is rep buy-in potentially lost, but credibility is as well. The first priority of **Experience+** is to not only reemphasize the importance of serving the customer, but to also stress the need to actually exceed the customer’s service expectations. Why? Because a CSR’s ability to enhance and strengthen the customer relationship will ultimately determine their ability to up-sell and cross-sell. CSRs will never be effective if they put their agenda ahead of the customer’s original purpose for calling.

## Selling is the Highest Form of Service

Once reps have learned to enhance the customer relationship and experience, they have earned the right to transition the call and explore hidden needs. Now it’s time to lead, to sell, to ensure the customer understands why it’s in their best interest to embrace the rep’s recommendation. During an **Experience+** workshop, reps will learn a 5-step process that will provide them with the roadmap that they need in order to serve and consult with the customer – moving them beyond a focus on using the “right technique” or relying on “tag lines”. What will happen as a result of the training? Imagine a customer service call where:

- » The CSR embraces their role as a sales professional, whose goal is to increase overall customer satisfaction.
- » Because of the CSR’s ability to establish trust, credibility & rapport and their under-

standing of the customer’s buying process, customer resistance disappears and additional needs and concerns are revealed.

- » The CSR quickly grasps and analyzes the customer’s situation and offers the most relevant and beneficial solution.
- » The customer completely comprehends the value of your CSR’s recommendation and is motivated to move to the next step.
- » As a result of their interaction with the CSR, the customer’s expectations are exceeded, the loyalty to the company is strengthened, and your market share grows dramatically.

But there’s another benefit of the program that may have an even greater impact on revenue – as a result of **Experience+**, employee retention will increase because they have become fluent at something that was once painful and awkward. Plus, they’ll feel a greater sense of worth as they see how providing the needed solutions has a positive impact on the customer experience and aligns with their internal value system.

## How Do We Make it Stick?

Most training programs fail. The training isn’t applicable, reps don’t have the reference tools to support their development, and managers aren’t equipped to role-model the desired behaviors or coach to the gaps in performance. Here’s how we ensure that the training sticks.

## Linkage

Our team is comprised of world class thought leaders in sales, who know that simply being entertaining or theoretically insightful achieves only temporary results. ASLAN understands

that there is no new truth, but that every organization is unique and that to ensure lasting behavior change, theory must quickly translate into application. Reps, especially those who are not your top performers, need to see the link from the concept to a specific example that they face every day. Our team of experts works with every organization to make sure the program is customized and that the critical linkages occur.

## Rep Development Tools

Additionally, ASLAN provides extensive reference tools to help sustain success, long after the training is over. Specifically, here’s how we make our training endure:

- » Self-assessments to help the rep self-diagnose skill gaps and barriers to success
- » Sales conversational guides
- » Skill building exercises
- » Reference guides of all training content

## Manager Certification

Lastly, to ensure that training results in changed behavior, managers must be certified as coaches. First they will learn the fundamentals of coaching and how to assess and develop skills. Then they will continue to develop their ability to coach in one-on-one sessions with an ASLAN consultant. To be certified, managers will ultimately be required to demonstrate their ability to reinforce the skills taught in the rep-level program. This last step is the most critical - ensuring that the manager is equipped to continue the ongoing skill development process.

