

Managing Sales in Contact Centers: Boost Revenues in a Sales or Service/Sales Environment

This two-day course is appropriate for both sales centers and sales/service centers. While the focus is on generating revenue on inbound contacts, much of what is covered will apply to outbound sales as well. Any contact center manager tasked with bringing revenue to the bottom line will benefit from this workshop!

You'll learn ways to

- Create incentive systems that ensure a financial payback
- Use analytic tools to find lost revenue
- Hire top sales reps
- Utilize effective sales coaching methods
- Reinforce "second close tools" and "memorable sales closes"
- Determine your sales KPIs and supporting metrics
- Identify the reasons for low performing reps—and what to do about them
- Avoid the three most common incentive plan mistakes
- Decide when and how to use sales contests
- Boost the effectiveness of your rep and supervisor sales training
- Demonstrate the value of your products or services to reps in meaningful ways
- Sustain peak sales in your center

How to Register
Call: 800.672.6177
Visit: icmi.com/training

“This was a great course for both new and seasoned leaders. Great info on predictive hiring assessments and incentive ideas.”

Portia Dunmore

Associate Sales Manager, The Washington Post

Who should attend?

VPs, Directors, and Managers responsible for sales performance of contact centers.

Course price

Classroom: Interactive two-day course with your peers.

ICMI members: \$1,395.00 per person

Non-members: \$1,495.00 per person

On-site: A two-day course conducted at your location.

Call 800.672.6177 for pricing.

Course Outline

Unit 1: Creating the Opportunity to Sell

- Estimate your center's revenue potential
- Redefine channel strategies to drive calls to the most profitable channels
- Find revenue in service calls, complaint statistics and call typing

Unit 2: The Right Selection

- Use predictive hiring assessments
- Counter the myths of why your reps say they can't sell

Unit 3: The Right Metrics

- Select the right sales KPI and supporting metrics
- Statistically validate your metrics and scripts

Unit 4: The Right Training and Coaching

- Build a peak performance management system
- Design sales training that delivers sustainable results
- Create an effective sales coaching program
- Remove organizational and procedural barriers to sales
- Master the art of managing top sales performers
- Develop sales closing tools
- Avoid scripting through the use of sales outlines
- Establish service orientation as a basis for a sales environment
- Develop strategic and tactical plans to close sales performance gaps
- Develop your own sales performance database

Unit 5: The Right Incentives

- Design incentives that change lifestyles
- Determine how and when to use contests

Unit 6: The Right Environment

- Discover how to retain your top performers
- Assess attrition statistics from a sales performance viewpoint
- Use ongoing landscape assessments
- Develop your leadership skills for when times get tough

Unit 7: Summary and Next Steps

- Proven practices of leading contact centers
- Prioritize projects and action Planning

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including membership, training, consulting, events, and the knowledge center.