



# callcenter

## demo & conference

**DALLAS, TX**  
OCTOBER 9-11, 2012



## IMPROVE YOUR REP'S SALES PERFORMANCE BY 56%

Tab Norris  
President & Co-Founder  
ASLAN Training & Development

### Introduction

### OVERVIEW



#### – The **Four Reasons** we outperformed by 56% –

- Agents Resisting a Sales Role
  - **Truth:** Agents are resisting the requirement to manipulate the customer
- Reactive Agents Not Leading the Call
  - **Truth:** If you give them the steering wheel, they will learn to drive
- Measure Behaviors vs. Outcomes
  - **Truth:** Measure outcomes and develop behaviors
- Coaching Ineffectively
  - **Truth:** Desire determines development



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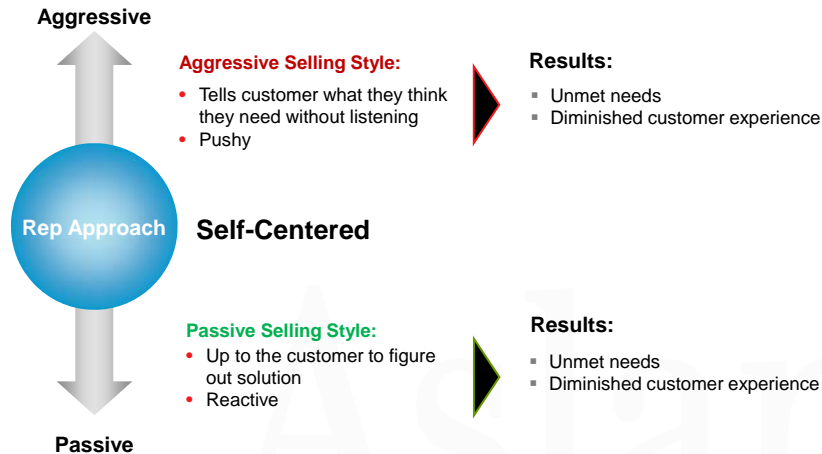
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## Emotional Resistance

Reason #1: Agents Resisting a Sales Role



Two Options?



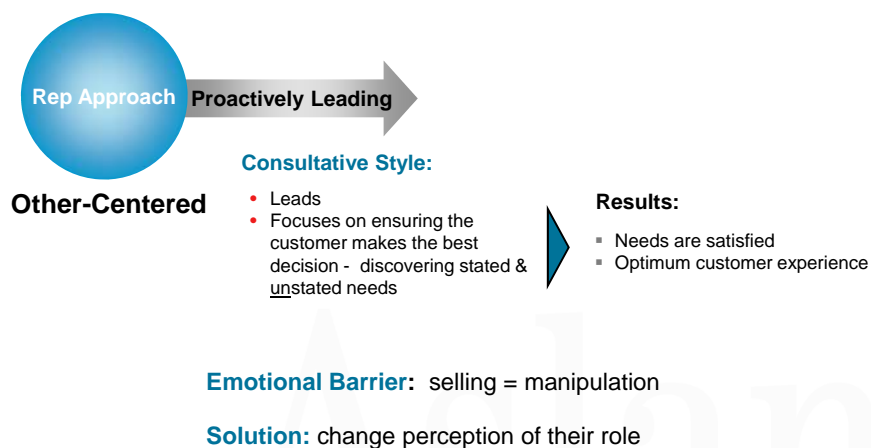
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## Emotional Resistance

Reason #1: Agents Resisting a Sales Role



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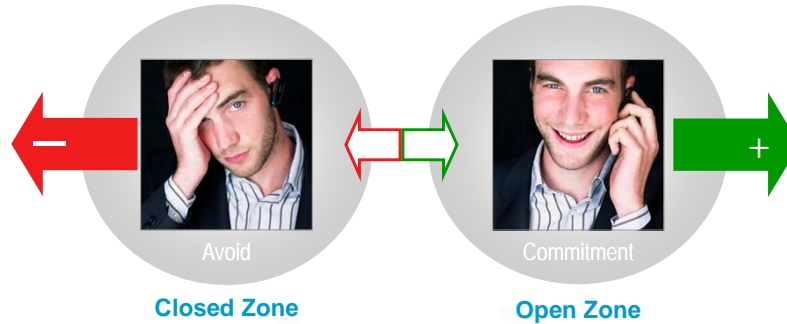
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## Emotional Resistance

Reason #1: Agents Resisting a Sales Role

Closed vs. Open



### Principle of Persuasion Defined

[ **PRINCIPLE:** When someone is emotionally “closed” you cannot persuade him or her with logical arguments. In fact, when attempting to persuade an emotionally closed person, they become even more closed. ]

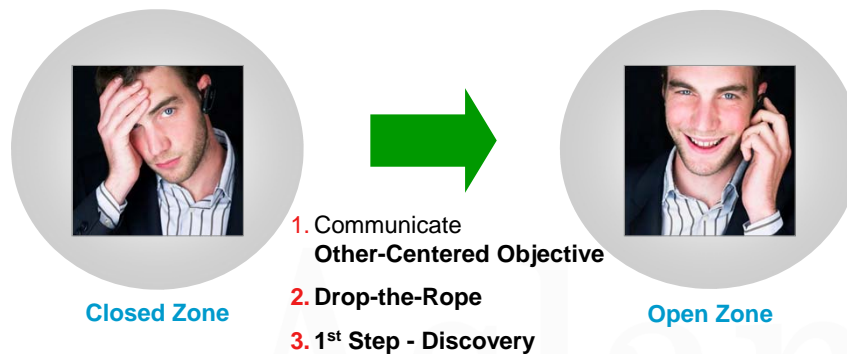
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## Emotional Resistance

Reason #1: Agents Resisting a Sales Role



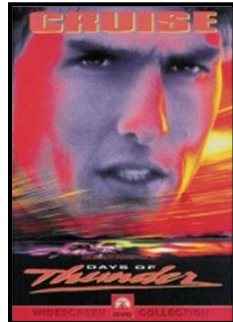
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## Emotional Resistance

Reason #1: Agents Resisting a Sales Role



How did the “coach” (Robert Duvall) address the race car driver’s (Tom Cruise) barriers to change?

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## Application

### EMOTIONAL RESISTANCE



#### Assess Your Organization:

1. What are your **rep’s beliefs** about the organization’s objective to up-sell/cross-sell?
2. Have you **taken “the-trip”** with your reps/managers?



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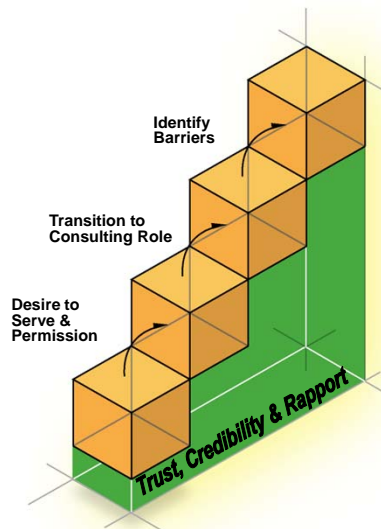
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## Key Skills

### Reason #2: Reactive Agents Not Leading the Call



#### Advance & Warmly Close

GOAL: **Advance** to the next step and **enhance** customer experience

#### Consult

GOAL: **Discover** stated & unstated needs and **build value** in relevant products & services

#### Serve

GOAL: **Ensure optimal** customer experience by **exceeding the customer's** service expectations

#### Engage

GOAL: **Communicate a desire to serve** and **proactively lead** customer

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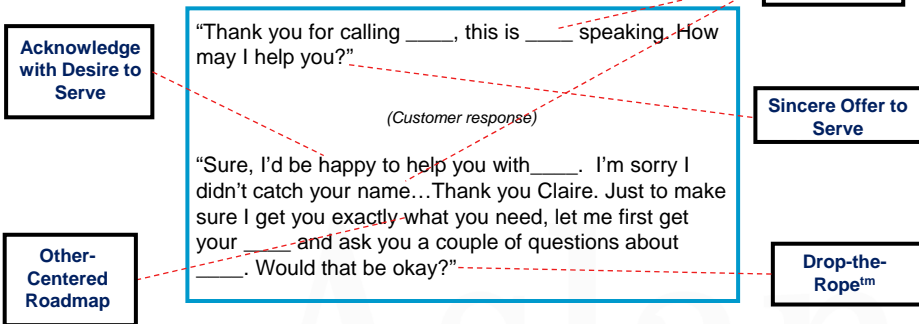
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## Key Skills

### Reason #2: Reactive Agents Not Leading the Call



#### – Example of an Inbound Introduction –



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## Application

### LEADING



#### Assess Your Organization:

1. Do you first communicate a desire to serve or qualify the customer?
2. Does your greeting communicate why it is in the customer’s best interest to follow the agent?



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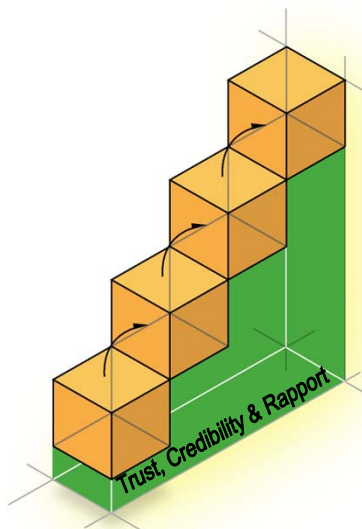
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## Assessing Performance

### Reason #3 – Measure Behaviors vs. Outcomes



#### Seven Core Sales Competencies



Advance

Building Value

Discovery

Defined: Discovers (stated & unstated) &  
**Decision- Criteria**

Engage

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## Assessing Performance

### Reason #3 – Measure Behaviors vs. Outcomes



Competency: <b>Discovery</b>	Meetings			Comments
	1	2	3	
Determines best solution by determining: 1) What are they trying to accomplish, 2) What's missing & 3) Decision Criteria				<b>What Outcome Do You Want to Achieve?</b>
<b>Diagnostic: Key Behaviors</b>				
1. Adequately prepares questions to ask during the discovery meeting				<b>What Are the Behaviors – Skills &amp; Knowledge – That Will Ensure Success?</b>
2. Effectively uses questioning skills: Open-Ended, Clarifying & GAP questions				
3. Able to keep the customer engaged through effective positioning of questions				
4. Able to empathetically acknowledge the client's comments in genuine manner				

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## Application



### Assess Your Organization:

1. Are your **competencies defined** in a way that everyone can agree on the desired outcome?
2. Do you measure a rep's abilities by focusing on **outcomes or behaviors**?
3. Is there a **defined development activity(s)** for each behavior (knowledge and skill)?



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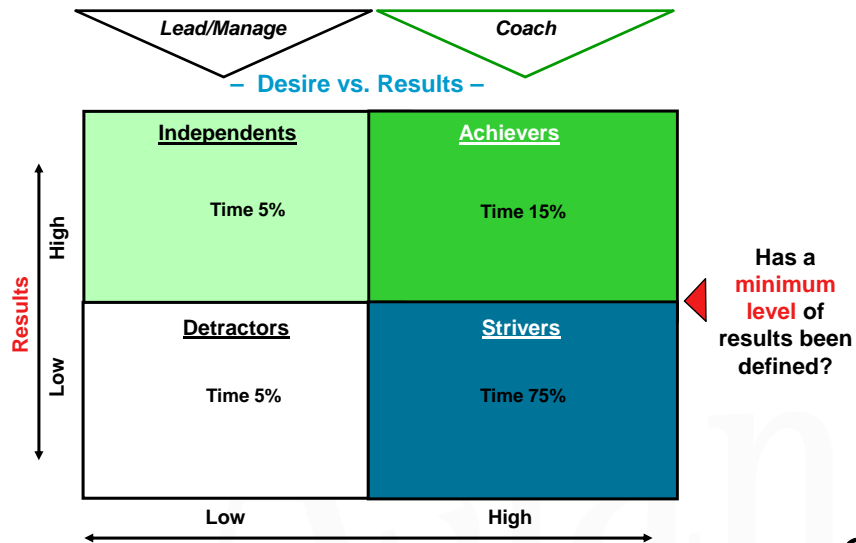
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## Coaching

### Reason #4 – Coaching Ineffectively



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## Application



### Assess Your Organization:

1. Are you aware of each team member's **engagement level** (i.e., desire to change)?
2. Are **you working harder** than some of your reps to improve performance?



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