

"The variety and content of the ICMI seminars are invaluable to taking your call center to the next level."

Reye Kenney  
Telecommunications Director,  
Hagerty Insurance

#### COURSE PRICE

#### Virtual Classroom Course

\$299

Live, virtual two hour course.

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#### WHO SHOULD ATTEND?

- Managers
- Directors
- Vice Presidents

## Skills and techniques for call center directors who want to increase customer loyalty and generate revenue by adding sales to their centers.

Properly performed, selling in call centers can increase customer loyalty and generate a large portion of revenue for your entire organization. Poorly performed, selling can have the very opposite effect. If you are thinking about a sales strategy for your call center, or you have been directed to add this function, ICMI's *Adding Sales to a Service Environment* course will prepare you to tackle the job.

By taking a good look at specific performance metrics in your center, you'll be able to determine if your center is ready to ramp up a sales function, and if not, you'll learn what you need to strengthen before you consider the sales step. You'll also determine the best sales philosophy for your center and what metrics you'll need to track your performance.

Key to adding sales to your center is changing the culture to support a successful sales program. You'll learn the steps to create a performance management system that aligns the right people, metrics, training, coaching, and incentives. You'll come away with a Peak Performance Blueprint that includes detailed approaches for finding top-performing sales staff, training service to sales reps, and teaching supervisors how to coach for optimum sales performance.

To give you a head start on best practices, you'll get an in-depth look at the contact center sales strategy of a leading, name-brand company that is highly successful in customer focused sales. This case study shows you exactly what structure and processes they use to sell the right product to the right customer.

Designed for vice presidents and directors of contact centers who are exploring the option of adding sales or who are actively creating a sales program, this course will equip you to:

- Make the case for selling in your call center, including increasing loyalty and generating revenues.
- Determine if your center is ready to begin a sales program, including the key metric that will help you decide.
- Guide you in deciding what you should sell and on what calls, in order to develop a sales philosophy that best fits your call center.
- Build a Peak Performance Blueprint that will help you build a successful sales program.
- Alert you to common mistakes and pitfalls of starting a sales program.

# Adding Sales to a Service Environment



## COURSE OUTLINE

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### Unit 1: The Case for Selling in Contact Centers

- ▶ Root of the Word Sales
- ▶ Causes of Customer Dissatisfaction

### Unit 2: Determine if your Center is Ready to Sell

- ▶ Is Your Center Ready?
- ▶ Effect of FCR on Sales Productivity
- ▶ Define Philosophy
- ▶ Measuring Effectiveness

### Unit 3: What Should you Sell and on What Calls?

- ▶ Deliberately Determine
- ▶ Sale Strategies

### Unit 4: How do you Change the Culture?

- ▶ Implementation
- ▶ Hire and Retain
- ▶ Investment in Sales Program
- ▶ Success Metrics

### Unit 5: Peak Performance Management Techniques

- ▶ Moving the Performance Distribution Curve
- ▶ Recruiting, Selecting and, Training and Coaching
- ▶ Sales Management Core Curriculum
- ▶ KPI – Sales Engagement Levers
- ▶ The Role of Leadership
- ▶ Build Sales Incentives

### Unit 6: Eight Common Mistakes to Avoid

## 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 training, consulting, events, and information resources.