



SA-S : Transactional Selling Call Centers

Increase revenue per hour, close rates and personnel retention with proven selling curriculum

Problems across inbound/outbound sales and customer care positions

Within a call center environment, improving the success rate of sales reps, transitioning customer support calls to sales opportunities, and training new hires present significant challenges.

Traditional single-service sales models prompt a push for an immediate product order. Sales and service representatives overlook customer purchasing drivers and bypass opportunities to promote the business value of a multi-product solution. This approach results in lower call center revenue production and the plateauing of sales capabilities for individual reps.

Sales executives and managers avoid multi-product sales due to:

- Limited understanding of business requirements for solutions
- Knowledge gaps of how the solution suite of services solves problems and adds value to the customer
- Ineffective method for probing, presenting and closing multi-product sales within a transactional timeframe

Generic solution-sales methods are not

the answer. They require long sales cycles and are difficult to adapt to transactional timeframes. They are typically theoretical and not applied to a specific industry.

Lower sales success rates lead to increased turnover and new-hire training dilemmas. Problems with new-hires that impact training costs and success rates include:

- Limited understanding of the industry, sales process or products/services
- Long training cycles to overcome their knowledge gap
- Low post-training skills retention

SA-S : Transactional Selling curriculum

Using our Applied Selling methodology (SA-S), Spohn & Associates rose from VAR number two-thousand to the second largest revenue producer for a Fortune 100 company. SA-S is a unique, comprehensive sales methodology – applied specifically to the your industry.

SA-S : Transactional Selling curriculum provides a proven model for selling multi-product solutions within transactional timeframes.

Benefits

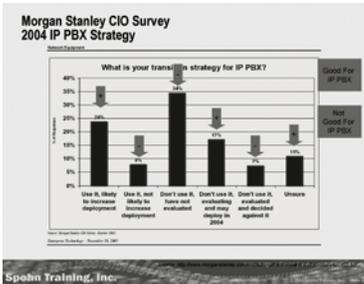
- Achieve revenue goals faster with proven multi-product transactional sales model
- Increase employee retention, and lower new-hire training expense by increasing productivity and success rates
- Improve identification of sales opportunities by customer care and support staff
- Improve sales-per-call rates with successful probing techniques and value propositions
- Boost hourly revenue production, and close rates using effective prospecting and funnel management skills
- Tailored for call center professionals in customer care, inbound and outbound sales and sales management

Figure 1: SA-S : Transactional Call Center selling model five step process

| Sales Function | 1 | 2 | 3 | 4 | 5 |
|-------------------------------|-----------------------|------------|------------------------------|---------------------------------|-------|
| Outbound Sales | Pre-call Planning | Contact | Qualify | Solution & Benefit Presentation | Close |
| Inbound Sales & Customer Care | Preparation & Opening | Resolution | Transitioning & Interviewing | Solution & Benefit Presentation | Close |



Transactional Selling provides students with knowledge on market trends and opportunities



Timely information on selling techniques and trends in technology

SA-S : Transactional Selling is a proven curriculum within the SA-S methodology and provides focused training curriculum tailored to the functional requirements of the following call center employee positions:

- Outbound Sales
- Inbound Sales
- Customer Care Representatives
- Sales Management & Coaches

Transactional Selling curriculum trains students to:

- Understand the industry and the trends that impact purchasing
- Identify customer needs for products and/or services
- Transition from a single product sale to solving problems with multiple product solutions
- Position a multiple product sale within a transactional timeframe
- Increase sales confidence through proven selling skills and processes
- Improve close success rates and revenue per hour

SA-S : Transactional Selling provides a solid grounding in these areas:

- **Customer Value** – Understand the customer’s needs and the positive impact your solutions can make
- **Market Knowledge** - Understanding of your marketplace and your product’s competitive position within it
- **Sales Skills** - Best practices and proven methods for prospecting, building and managing a sales funnel and customer management
- **Permissive Probing** - Skills required take a support or service call and transition to needs discovery
- **Solution Knowledge** - Core product and service knowledge required to match the right multi-product solution to the customer need
- **Interpersonal Skills** - Relationship building skills required to develop positive and ongoing interaction with customers during the transactional sales process

Transactional Selling affects your top line revenue and bottom line cost by increasing sales, providing higher employee retention rates and lowering training and employee acquisition costs.

Tailoring SA-S : Transactional Selling to meet customer requirements

The Transactional Selling curriculum is tailored for your markets, products, competition, and people. Each course may include Spohn services for assessment, development, delivery and learning measurement.



Features

- **Includes courses on principles and application, coaching and managing, and technology**
- **Teaches inbound sales professionals to probe for more opportunities**
- **Outbound sales professionals learn to identify needs for multi-product solutions**
- **Customer care professionals learn to transition support calls into sales opportunities**
- **Learn customer purchasing drivers and interests of decision makers**
- **Learn how to develop and use “elevator pitches” and value propositions**
- **Includes case studies and training exercises**
- **Students role-play to gain hands-on experience and practice successful sales or coaching techniques**
- **Provides validated pre-and post-assessments measuring level 2 evaluation**

Spohn’s SA-S : Transactional Selling is a member of a catalog of courses tailored to improve selling techniques.

For further information please contact our corporate office at 512.685.1000