
Call Center – Creating a Relationship

This program will teach participants how to make a winning first impression and maintain positive relationships. They will acquire the tools and skills that will help them to up-sell or cross-sell on the telephone.

Program Content:

Introduction

- Call Center Service
- Your Objectives

Creating a Client Relationship by Phone

- Voice and Tone
- Your Greeting
- Creating a Relationship of Trust
- What the Customer Wants vs. Needs, and Why It Makes a Difference

You Are Not Just an Order-Taker

- Asking Questions
- Listening for Buying Clues
- Trial Closing Techniques
- Up-Selling
- Cross-Selling

Overcoming Objections

- What Constitutes an Objection
- Typical Sales Objections
- Overcoming Objections
- Leaving the Conversation with a Futuristic Attitude

Maintaining the Relationship

- Why Follow-up Sales are Easier Once the Customer has Experienced Success
- Relationships with Clients are Better When More Than One Sale is Made