



carastraining.com

“Blending Customer Service and Selling”

Highly Customized
Skill Development Programs



...for the face of your business

“Blending Customer Service & Selling” Highly Customized Skill Development Program

CARAS Training’s “Teaching Customer Service to Sell” Overview

Customer service representatives are typically hired for their willingness to respond and react to the needs of customers. Their key word is “react”.

Up-selling and cross-selling requires them to be “proactive” instead of reactive. Helping individuals become “proactive” on-the-job requires a well-thought-out action plan and effective training.

During the last 15 years, we have helped thousands of representatives in firms of all sizes to make this exciting and rewarding transition. Your representatives need to:

1. Understand specific situations where offering an alternate product or larger quantity or additional item brings real value
2. Become confident they can be honest while selling
3. Learn a conversation model that satisfies their callers' initial requests first, and then transitions to a sales discussion
4. Learn how to talk about the products or services in a simple, yet persuasive way
5. Hear customers moving from “no interest” to “interest” to “evaluation” to “desire”, and then ask for the sale
6. Be encouraged to begin an up-sell but to stop selling (and preserve their dignity) if they do not create a little interest

Our Services

At Caras Training, we highly customize interactive training to make sure your staff represents your brand with enthusiasm and integrity.

At the end of each classroom experience, your team members know exactly what to do and say when they handle phone calls, emails and retail customer interactions. This means they get back to work and succeed immediately.

Follow-up training and coaching ensures your investment in strategy and training brings planned and predictable payback.

We provide many training options including instructor-led, interactive eLearning, webinars, team meeting activities, coaching and feedback initiatives, and trainer training programs.

On the next pages you will see our fundamental “Service-Sales” content. Our client programs typically include these key learning points as they apply to your culture, customers, products and services.



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COMPETENCIES DEFINED	WHY TRAINING IS NEEDED & WHAT TO TEACH
<p>1 - Why Selling is Service and Service is Selling</p> <p><i>Identify mistaken ideas about selling that cause some service representatives to be reluctant.</i></p> <p><i>How to avoid manipulative selling tactics.</i></p> <p><i>Specific situations in your real world where selling makes your customers more satisfied.</i></p>	<p>Pushy, obnoxious sales tactics have created millions of “haters”. “I don’t like salespeople” is a common cry in customer service departments across the globe. Yet, when these same folks have a sincere recommendation for a customer with whom they feel a connection, we hear personalized and persuasive advice.</p> <p>Your “Teaching Customer Service People to Sell” Initiative must begin by helping staff catch a new vision of selling as a service.</p> <p>They need activities that help them understand:</p> <ul style="list-style-type: none"><input type="checkbox"/> What makes selling uncomfortable (or even offensive)<input type="checkbox"/> Manipulative sales tactics we will never use with our customers<input type="checkbox"/> There are four common behavioral styles and three of them like to be upsold, when appropriate<input type="checkbox"/> Why customer service/salespeople struggle when they focus on selling to the one non-buying behavioral style<input type="checkbox"/> Top 10-20 real world situations where buying more saved customers money, made their lives more convenient or addressed emotional needs (security, peace of mind, comfort, image)<input type="checkbox"/> How their coaches will help them to sound right and say the right things



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<p>2 - Connecting with Sales Opportunities</p> <p><i>What to look for, listen for, and ask about to determine if selling makes sense in your most common customer service situations.</i></p>	<p>Representatives must learn to be proactive. Sales cues will not be heard unless they are listening for them. Campaign opportunities will not be acted upon unless they take a look while there is still time to make the offer. Upselling or cross-selling will not occur unless they know how to ask a few questions.</p> <p>They need activities to learn and practice finding their sales opportunities using your real world tools and situations:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mapping comments your customers make to the need for an alternate or additional product <input type="checkbox"/> Looking at account records/history to find out if your customers have already accepted offers they are entitled to <input type="checkbox"/> In the absence of a comment or a note in account history, they can use the statement/question pair technique to ask about a sales opportunity
<p>3 - Transitioning Into The Sales Conversation</p> <p><i>Logical and sincere phrases that open up sales conversations without sounding pushy.</i></p> <p><i>Explaining your offer, product or recommendation so it sounds exciting and compelling.</i></p> <p><i>If you can't create interest you will never create action.</i></p> <p><i>When to continue with the sales conversation and when to give up gracefully.</i></p>	<p>Sales conversations can take place at several points in a customer service call. Representatives must have something specific and compelling to say at the right times and using their own words.</p> <p>They need activities to learn and practice:</p> <ul style="list-style-type: none"> <input type="checkbox"/> An opening statement/question pair that attempts to create interest in the recommendation, offer, upsell or cross-sell <input type="checkbox"/> What to say about your offer, product or service that answers the three questions in every buyer's mind: “What's so great about it?” “What's in it for me?” “Why buy now?” <input type="checkbox"/> How to tell if you have created interest (and what to do next) <input type="checkbox"/> What to say if you have not created interest (to make your customer and yourself feel comfortable) <input type="checkbox"/> Identifying any situations where you should try again to make the recommendation because your customer might be very sorry later



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<p>4 - Moving Customers Through The Steps of The Human Buying Process & Making The Sale</p> <p><i>Build a compelling case for specific features of the service including value and urgency.</i></p> <p><i>Use professional sales skills to gain agreement.</i></p> <p><i>How to hear evidence of “desire” so you know when to ask for the sale.</i></p>	<p>Armed with good reasons the customer should buy, representatives must be able to explain those reasons using simple, clear, persuasive language.</p> <p>They need activities to learn and practice:</p> <ul style="list-style-type: none"><input type="checkbox"/> Partnering with customers and influencing them to move from “interest” through “evaluation” (where they become sold) to “desire” (where they show they are sold) to “action” (where they sign up or pay)<input type="checkbox"/> Helping customers “evaluate” an offer by explaining features in a colorful, exciting way<input type="checkbox"/> Connecting features to their value (saves or earns money; saves time or is convenient; meets emotional needs such as security, comfort, peace of mind, or looking great)<input type="checkbox"/> Asking trial close questions to determine if “desire” has been created, yet<input type="checkbox"/> Closing for “action”



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COMPETENCIES DEFINED	WHY TRAINING IS NEEDED & WHAT TO TEACH
<p>5 - Objection Avoidance and Objection Handling</p> <p><i>How to avoid creating objections.</i></p> <p><i>Patiently hearing objections or stalls.</i></p> <p><i>Sharing rebuttals and asking for action again.</i></p>	<p>Customer Service-Sales Conversations rarely involve overcoming objections. Typically, failed attempts to create interest end with a “let us know if you’d like to hear about this another time”. However, there are some situations where representatives should be exposed to Objection Avoidance and Objection Handling.</p> <p>Scenarios where objection handling enhances customer satisfaction include:</p> <ol style="list-style-type: none">1. Extended warranty programs where consumers truly need to make an informed decision about whether or not to buy (because the financial consequences may be substantial)2. Health or safety issues where consumers must be recorded declining each feature (so you are in compliance with a federal regulation)3. Product/Service offers where the cost savings is great enough to warrant a second attempt to help customer see the value <p>Representatives need activities to learn and practice:</p> <ul style="list-style-type: none"><input type="checkbox"/> Differentiating between questions (that show customer is in the “evaluation” step of buying) and objections (which show customer has retreated to “fear/no interest”)<input type="checkbox"/> Expressing empathy or understanding, then asking a clarifying question that re-opens discussion<input type="checkbox"/> Explaining another way to look at the offer/feature (rebuttal) without sounding sarcastic, patronizing or pushy<input type="checkbox"/> Gaining agreement<input type="checkbox"/> Opening the sales conversation with enough information to create interest so they do not create unnecessary objections

