

Level up to extraordinary sales



Today's extraordinary sales teams are a combination of skilled people and innovative technology. How extraordinary is your sales team?

See where your team is strong and where it needs work. Answer Yes or No to the following 10 questions around your people, data, and innovation to gauge your team's sales efficiency. Each "yes" answer is worth 1 point.

People

- | | YES | NO |
|---|--------------------------|--------------------------|
| Do you have personalised coaching programs to ensure ongoing success of associates? | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your training program utilise a platform that allows associates to practise various real-world call types? | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your sales compensation plan directly aligned to behaviours known to result in additional revenue? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you recently explored the benefits of a near-shore or off-shore presence? | <input type="checkbox"/> | <input type="checkbox"/> |

Data & Analytics

- | | | |
|---|--------------------------|--------------------------|
| Do you use propensity modeling to prioritise leads arriving from multiple sources? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have a revenue operations team in place to optimise your sales operations? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have processes in place to actively manage your sales engagement tools to ensure full utilisation of the technology? | <input type="checkbox"/> | <input type="checkbox"/> |

Innovation

- | | | |
|---|--------------------------|--------------------------|
| Do you offer multiple channels to ensure your customers can communicate with you using the channel they prefer? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have a strategy to win back churned customers? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you implemented an email video strategy to capture attention and drive response rates? | <input type="checkbox"/> | <input type="checkbox"/> |

TOTAL: _____

What your score means

You've taken the assessment, what does it all mean? Find your team's score below then read through insights into each of the questionnaire categories to discover the areas you may need improvement or the opportunities to build on your successes.

Score 1 - 4: We are ordinary

Your sales team and operations need help. Whether your team is lacking experience or technology, or you need help throughout your sales operations, remember – you're not alone.

Score 5 - 8: We are on the right track

Your sales team and operations are on good footing. Yet, you may need help shoring up specific capabilities and technologies, or you're ready to expand your program.

Score 9 - 10: We are extraordinary

Your sales team and operations are in-tune. Still, there are always opportunities for improvement and growth to make sure your sales team keeps humming along.

Tips to make your team (more) extraordinary

Your team may need help or a bit of fine tuning, you can always help your team through training, technology, and innovation. We've got a few tips to get your team to the next level.



Invest in your people

- Provide personalised coaching for new and tenured associates. >>
- Identify customer buying cycles and develop an efficient contact cadence to use at specific sales points. >>
- Use simulations to train your team without compromising actual accounts. >>
- Employ offshore contact centres with associates trained for chat and non-voice messaging channels. >>

Outcome/solution: AI-enabled training helped a health insurer increase associate knowledge by 42% and health plan enrollment over the phone by 59%. >>



Drive sales with data

- Train your team to identify where a lead fits in the buyer's journey and the messaging to make a sale. >>
- Consumers use many channels when researching your company, your lead generation needs multi-channel coordination.
- Determine a lead's quality through in-depth data so your team has quality leads that drives sales.

Outcome/solution: An automaker uses data-driven win-back programs to realise more than £10.6 million increase in sales. >>



Create innovative opportunities

- Expand sales channels with an omnichannel approach to exceed customer expectations and differentiate from competitors. >>
- Incorporate new technology and content into your outbound sales techniques. >>

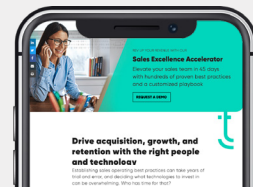
Outcome/solution: By moving to messaging, a mobile phone company boosted close rates by 32% and increased new customers by 10% compared to voice channel metrics. >>

Reach for extraordinary with TTEC's people + data + tech

CONTACT US

LEARN MORE

With 40 years helping companies leverage customer data and implement innovative technology, we have a deep understanding of what it takes to build a successful sales team and improve their performance that realises continued sales growth. Contact TTEC to see how we can help your sales team.



About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 62,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at www.ttec.com.