

TELESALES ASSESSMENT

Fostering a Sales Culture That Nets Results

Embed best practices to accelerate revenue



Creating a successful sales culture means aligning people, process and technology. TeleTech has deep experience helping clients achieve their telesales goals.

TeleTech's TeleSales Assessment is a one- to two-day workshop facilitated by a team of Inside Sales experts. Designed to assess a client's internal inside sales teams, our sales strategy design and process consultants will evaluate the key elements that drive the success of a sales program including hiring, training, prospecting strategy, scripting, playbook, compensation, rewards and measurement. We also take a look at analytics capabilities and the opportunities to refine customer insight collection and the approach to next best action.

The TeleSales Assessment provides our clients with a high-level findings report including an overall score and recommendations for part of – or the entire – sales process.

Identified improvement opportunities will help companies:

- ▶ Refine reactive and proactive sales strategies
- ▶ Develop a sales culture focused on outcomes and results
- ▶ Optimize sales resources through streamlined processes and a more efficient approach to prospecting
- ▶ Identify emerging opportunities in new channels such as chat and social
- ▶ Socialize sales best practices across the sales organization
- ▶ Acquire an independent, expert perspective of how to accelerate revenue and drive results

TeleSales is becoming more complex every day:

- Emerging channels, ranging from chat and social to video and innovative email solutions means omnichannel orchestration must replace desktop unification
- Increased volumes and these new channels make time and priority management more prominent issues, with little technology available to solve the problem
- Customer expectations require that sales associates have different expertise including such soft skills such as empathy
- The availability of data means sales needs to be more integrated than ever in terms of data, processes and technology
- Service-to-sales and reactive selling remain underleveraged opportunities for many companies

Who should take advantage of a TeleTech TeleSales Assessment?



Any business needing to improve the performance of their inside sales organization



Companies evaluating the potential for outsourcing their sales model



Companies needing to solve a specific challenge within their TeleSales organization

ASSESSMENT OUTPUT

The output of the assessment includes an operational scorecard along with specific recommendations - and likely the likely impact of those improvements.

Assessment Summary		
Category	Score	Comments
HC and Recruiting	63%	Aligned with business strategy
New Hire Training	44%	Does not focus on sales
Ongoing Training	20%	Not sales focused
Sales Coaching	58%	Not sales focused
Leadership Development	66%	Corporate wide strategy
Team Member Coaching	57%	Coaching to non sales metrics
Program Alignment	80%	Aligned with other teams
Sales Environment	25%	Good camaraderie, but not sales focused or incentivized
PCI compliance	0	Phones, paper are evident where credit cards are taken
Tools & Floor	100%	Good tools, need to leverage slide to greater capacity

Operational Recommendations			
Area	Recommendation	Projected Impact	Initial Priority
Sales Operations	Identify Revenue targets and set quotas (This can start as a department or team target if needed but should ultimately roll down to an individual target and metric)	Visibility and focus on the targets will immediately make a positive impact. To make a larger impact the initiative needs proper training so that the effort can be matched with execution	HIGH
	Clearly define or redefine roles within the division. Set the expectations for sales on what it means to be in sales at Amex	If the amount of orders they place or the amount of revenue they generate is a primary function of their role the reps need to understand that expectation clearly. Once it is understood they can focus on looking for opportunities	HIGH
	Develop call flow/chat responses/email templates more geared towards a consultative/solution sales approach that will build value in your sales Reps so that they can have the opportunity to upsell	Current processes are very transactional. If the conversational/chat/email does not explore the needs of the customer there will be no opportunity to upsell. This point will be increasingly important if tiered pricing is rolled out	MEDIUM HIGH
	Encourage Sales and CS to ask questions related to the customer's needs before directing them to the website to place their order	Much of the communication observed was directing the customer to order online without first, gaining an understanding of what the customer needed	MEDIUM HIGH
	Roll out incentives or contests that drive sales behaviors	Make sales exciting and the team will push themselves harder	MEDIUM
	Track rank sales reps and allow them to have visibility (Once the proper reporting is in place)	Embracing the sales culture and the competitive spirit will create an environment where it's best good to be successful and reps want to excel and get rewarded	LOW
	Market sales as a career path for customer service	The hardest part of hiring a new sales rep is getting them up to speed with product knowledge, this will help with talent management	LOW
	Create a Sales Playbook to document processes and best practices	The playbook will serve as a road map. First, to get you on the correct path in the future it will help you stay the course	HIGH

CASE STUDY

Operational assessment identifies 50% reduction in AHT variances and delivers \$10M in cost savings

The Challenge

A leading automotive company wanted to build out a world-class Sales Chat team to deepen customer engagement and drive sales results through alternative channels. The goal was to improve sales results while being more efficient in executing the sales program.

The Approach

Through facilitated discussions, one-on-one interviews and a data review, our TeleSales experts assessed the operational and sales practices of our client's sales team. Both gaps and best practices were recognized and quick-hit recommendations were delivered.

The Results

The client implemented initial quick wins, but realized that there might be a broader opportunity to outsource the program to both improve sales performance and execute the program more efficiently. A six-month design, deliver and transfer initiative was conducted to transition the chat sales efforts.

Schedule your Operational Assessment Workshop CEX@teletech.com