

Silent Edge's approach is now driving sales performance in Call Centres

1. A snapshot of the technology platform created to assess the competencies of call centre sales staff

Below is a screen shot of the main interface of the technology platform that contains the best practice telesales competency framework which your sales managers could license and be trained how to use it. They will also learn how to evaluate objectively, how to feedback the resulting data positively using NLP techniques and how to be a coach and use the data for focussed coaching sessions.

This content reflects best practice modelling in the telesales arena as recognised by the Institute of Sales and Marketing Management, Cranfield School of Management and Ashridge. If you want your telesales team and management to match the best in the industry, then these are the competencies and elements they need to constantly use whilst on the phones.

The latest organisations we have worked with using our competency framework in the Telesales arena are:-

Vistorm, Cable and Wireless, Instant Access (Inside Track), HBOS, British Gas, Close Premium Finance and Bank of America.

The screenshot displays the 'ColdCall Telesales : Telesales Critical TalkTime Observation Up Sell Call' interface. It features a circular competency framework on the left, divided into 'Up Sell Call' and 'Cold Call' sections. The 'Up Sell Call' section is further divided into 'ALL', 'Selling', and 'Listening'. The circular framework includes various competency areas such as 'Next Steps', 'Articulation', 'Manner', 'Rapport', 'Objection handling (start of call)', 'Opening pitch', 'Pitching', 'Company Offerings', 'Case Studies', 'Probing', 'Stating the value proposition', 'Differentiation from competition', 'Understanding their needs', 'Attentiveness', 'Closing', and 'Objection handling (if close)'. The 'ALL' category is selected. On the right, there is a table of observation questions with frequency counters and 'Notes' buttons. The table includes questions such as 'Did they confirm the next steps?', 'Did they give any anecdotes?', 'Did they describe generic offerings to the prospect?', 'Did they explain the company's offerings in relation to prospects needs?', 'Did they position the company?', 'Were they coherent?', 'Did the substantiate the VP?', 'Did the tele-marketer show they had an understanding of the competitors offerings?', 'Did they put forward a compelling reason in order to handle the objection', 'Did the tele-marketer recognize the buying signals', 'Did they take notes whilst listening to the prospects?', and 'Did they find out what they currently use in...'. The interface also shows a 'Total Calls' and 'Effective Calls' counter at the top right, and a 'Save' and 'Executive Summary' button at the bottom left.

2. Content themes for best practice - Outbound telesales run across the following competencies

Below is a sample of some of the competencies you would your telesales people against;

For the Telesales force:

Cold Calling and up selling are dealt with separately and cover the following themes:-

- a. Articulation
- b. Manner/Positive Approach
- c. Identification and locating DM
- d. Rapport (Emotional Intelligence and Neuro Linguistic programming)
- e. Getting past the Gate Keeper
- f. Objection Handling at start of call
- g. Opening Pitch
- h. Pitching
- i. Company offerings
- j. Using case studies and anecdotes
- k. Probing
- l. Stating the value proposition
- m. Differentiation from the Competition
- n. Understanding their needs
- o. Attentiveness
- p. Closing
- q. Objection handling at the close
- r. Agreeing next steps.

Below is a sample of some of the competencies you would your telesales people against;

1. Expectations of the Line manager
2. Understanding the company strategy and goals
3. Understanding your manager
4. Confirming your remit and scope
5. Integrating with other functions
 1. Marketing
 2. Customer service
 3. Operations
 4. Other Cost Centre Managers/Business Managers
 5. Order processing/Contracts/Billing
6. Setting up the sales force
 1. Evaluating the existing resources
 2. Profiling the team
 3. Defining KPI's to deliver target
 4. Recruitment
 5. Induction
 6. Sales staff goals and plans
7. Coaching for Performance Improvement
 1. Sales team meetings
 2. One to one coaching each month
 3. One to one performance review
 4. Managing underperformance
 5. Reporting upline
 6. Defining the learning and development needs per individual
- 8 . Process Management

1. Sales Systems
2. Pipeline management
3. Appraisals
4. Coaching template
5. Forecasting
6. Reforecasting
7. Reporting template - for staff to them
8. Integrating with other functions (e.g. marketing/customer service)
9. Time Management
 1. Planning time and priorities
 2. Delegation
 3. Ability to say "no"
 4. Meeting management (own)
10. Self Evaluation
 1. What's working well
 2. What's not working so well
 3. Action plan
11. Understanding the role of the team
 1. Telephone Sales Critical Talk Time

We also major on personal development and the psychology of success, how to tap into and turn the volume up on your own reserves of drive, attitude and confidence; inspiring you to achieve your own targets and goals. These sessions are provided for all who go through our programme journey and ensures personal buy in and accountability.

3. Cranfield show that Silent Edge have worked out the competencies that drive successful sales.

Silent Edge's data and approach has been analysed by Cranfield School of Management. They applied sophisticated statistical models to the Silent Edge data and have concluded that the model shows that the competencies that Silent Edge have defined really help drive sales performance.

The analysis also demonstrates that there are 8 different types of sales people from the very poor (Group 1) to Master Sales Person (Group 8). The shocking conclusion is that only 12% of new business, 2% of telesales and 4% of all account managers surveyed are in the Master Sales person category.

Type of sales person	Groups of sales types							
	1	2	3	4	5	6	7	8
New business	11%	23%	6%	5%	10%	15%	16%	12%
Telesales	27%	22%	11%	6%	6%	11%	16%	2%
Account management	22%	8%	8%	8%	24%	16%	12%	4%

The good news for you is that we know exactly how to create Master Telesales people

Our clients also state that we are best in class and we produce astonishing growth in revenues for them. References can be provided on request.

Call 01892 502200 and ask for sales to find out more or receive a free demonstration of how this could work for you and your organisation.