

## *Inbound Sales Center*

*Proprietary processes drive millions in increased revenue*



### SITUATION

*Firm Sought Improved Sales Conversion Rates from their Inbound Sales Calls*

In a competitive marketplace, every contact with a customer has the potential to impact revenue and customer loyalty. The importance of effective customer contact is the highest in an inbound sales center where first impressions are formed, and new customers are won or lost. Our client approached us because their current inbound sales vendor was not achieving the sales conversion rates that they felt were possible.

### RESOLUTION

*CP SCORES™ Sales Training and the CP Sales Processes Drive Success*

The client asked us to go head-to-head with their current sales vendor, to see if we could improve on their close rates. The client also challenged us to reduce their cost-per-sale in the process. We gladly accepted the challenge. We started the pilot by training a team of agents with our proprietary CP SCORES (Sales CORE Skills) training. CP SCORES focuses on executing every element of the sales lifecycle effectively. The four sales steps: Opening, Probing, Matching and Closing – are proven to lead customers through the sales lifecycle and direct them to the desired outcome – a sale!

From there, our Quality Driven Management System focused on making incremental improvements to the program overall. These improvements included:

- Partnering with the client to implement a two-phased change to their IVR to dramatically reduce misdirected calls to the sales center

- Development of a customized version of our proprietary Smart Sell™ Sales tool to direct agents to the specific solutions most likely to meet the customer's needs based on a short question and answer session
- Scripting changes that focused on sales lifecycle management, assisting agents with their efforts to effectively direct calls and close sales
- Redesigned compensation programs to drive the right selling behaviors in balance with average handle times and quality

### OUTCOMES

*Improved Sales Conversion and Lowered Cost per Sale*

In our first month of the pilot, Center Partners exceeded the incumbent vendor by 15% in an apples-to-apples sales conversion contest. By month four, we were exceeding the other vendor's performance by 50% and the client shifted 100% of their inbound sales business to our centers through an aggressive ramp and transition plan. Within six months we achieved conversion rates more than double the original rate – an improvement that translated into tens of millions in additional revenues for our client.

### *Key Benefits of Inbound Sales Center*

- Doubled sales conversion
- Improved cost per sale by 31%
- IVR changes reduced misdirected calls by 12%
- Improved upsell revenue by 28%