

# Results™ sales performance improvement

quick, consistent and sustainable sales improvement through a targeted training and development programme

The Results sales performance improvement programme is a training and development solution designed to dramatically increase the revenue generating performance of your agents - fast.

Results is a complete solution combining services, a proven method and a unique software skills management system. Together these will enable you to identify and develop the skills, knowledge and motivation needed to maximise sales performance.

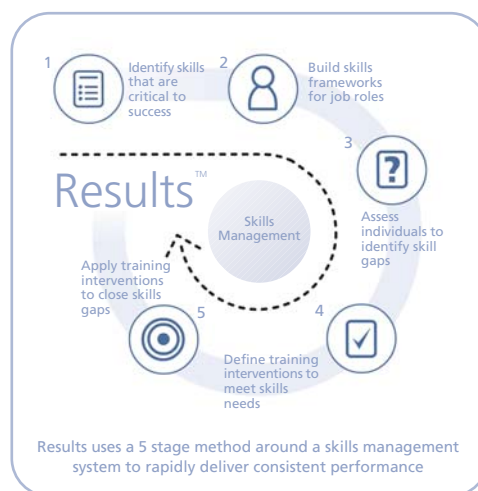
Results will also help you to successfully manage and maintain skills within your contact centre to improve consistency and maintain performance benefits over time.

## Seeing is believing

The Results programme begins with a short 'Proof Positive' phase that makes it easy for you to try this unique approach to sales improvement, and see the bottom line Return On Investment (ROI), before making a significant commitment:

- Low risk - up to 50 agents in the Proof Positive group will establish the effectiveness of the programme before you have to make any significant commitment
- Fast - the Proof Positive phase will quickly see best behaviours identified and introduced into your organisation
- ROI - Proof Positive will establish a clear increase in sales performance

The Proof Positive phase has been designed to enable you to see for yourself how the Results programme will impact your organisation. Furthermore, this quick and effective trial will establish a compelling ROI and enable you to consider how best to deploy it across your enterprise to release the full sales potential of your contact centres.



## How does Results work?

Maximising sales opportunities depends on your agents exhibiting the appropriate sales behaviours during each and every customer interaction.

The first stage of the Results programme identifies the behaviours that your agents need to have to be successful with your products and services. These behaviours form the basis of a skills framework that, using a hosted skills management system, can then be used to carry out a comprehensive training needs analysis (TNA) of your agents to identify skills gaps.

Where gaps are found we can design and provide effective training interventions to boost skill levels. Alternatively we can also provide training for your own staff so that they can develop and deliver effective training interventions themselves. The skills that your trainers need can also be managed through the skills management system so that you can be sure all of your coaches have the capabilities they need.

But, improving sales is about more than just agents' skills, its also about motivation. The



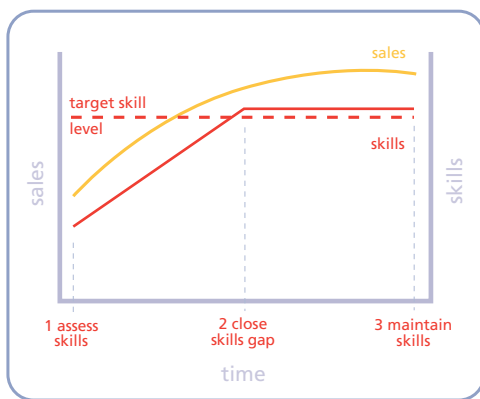
## Results benefits

- Quick to implement with fast results
- Sustainable and consistent performance improvement using skills management
- Increase primary sales conversions by identifying and developing the behaviours that deliver these
- Improve sale retention by introducing successful cross-selling skills
- Enhance the sales value of each transaction by improving on-selling and up-selling capabilities
- Maximise sales across the board by empowering your management with the skills to develop exceptional motivation and reward programmes



'product knowledge, customer acquisition and marketing are among the top 5 skills gaps for advisors'

e-skills UK Contact Centre Survey



Results will enable your organisation to quickly acquire the skills necessary to improve performance and maintain these over time

Results programme will enable you to see if your team leaders and management have the skills they need to build successful motivational programmes and develop the abilities needed to create the tools that drive exceptional sales. Once again these skills can be accounted for within the skills management system so that you can be sure your agents, team leaders, coaches and even your management team have all the skills they need to support your

sales initiatives.

#### About the Results team

Results is a complete training and development solution for improving performance of specific business objectives. It combines Prosell's proven training services methodology with QPC's extensive knowledge of contact centres and skills management systems.

Prosell's performance improvement focused training and development services have helped organisations like Halifax General Insurance increase sales by 35% and EDS improve first time fix rates by 40%. QPC has wide ranging experience of skills management and performance development working with many of the world's leading companies over the last 15 years.

For more information on how a Results programme will benefit your contact centre, or to arrange a demonstration

call +44 (0)870 242 1097  
[www.qpc.com](http://www.qpc.com)

#### Results features

- Proven, reliable and fast methodology
- Easy to use and fast to implement hosted skills management system
- Design of a bespoke skills and competency framework to meet your sales goals
- Creation of successful training interventions to meet your specific needs
- Agent, trainer and management level coaching
- Thorough TNA at all levels to identify skills gaps and use training resources efficiently to maximum effect

## QPC - customer service transformation

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