

Call Center Training

Defining Buying Motives

Dominant Buying Motive (DBM) is the main reason the customer or buyer will select your product over the competition. It is driven by the felt need that your product provides to the customer. This motive is not always something the buyer is fully aware of. With some questioning and dialogue skilled sales associates can unearth the DBM and help the buyer do what will ultimately make them happy; buy your product.

Four Motives for Buying:

- **Logical Reason A) Save Time:** The buyer may believe that buying your product will save them time in the long run in contrast with the competition's product offering. This may be a faster computer, a car, or a service from your company.
- **Logical Reason B) Save Money:** The buyer may believe that buying your product will save them money either in the short or long term. The financial savings they seek does not come at the cost of any features or practical application the products provide.
- **Emotional Reason A):** The buyer has a strong brand loyalty and trust in the product. This may cause them to be willing to pay more for the security of the known brand loyalty.
- **Emotional Reason B):** The buyer trusts the sales person and their judgment in recommending a product. The sales associate has demonstrated expertise and credibility that has won the confidence of the customer so that they are willing to take the suggestion of the sales associate and buy the product.

Effective Listening

Businesses often fail to leave customers satisfied due to poor listening when a complaint arises. The root problem must be identified. There might be several sources of discontent being voiced at once. The customer service representative or other person handling the complaint should list the issues being presented. After confirming they have heard all the concerns effectively, they can propose an adequate solution to one, two or possibly all the areas mentioned. With a sincere apology for the areas where no action can remedy the situation, most customers are content and their confidence in the relationship is restored.

Examples of Effective Listening

- Taking mental or physical notes.
- Allowing the speaker to express themselves without interruptions.
- Using signs of agreement in the conversation without interrupting the flow.
- Avoiding multi-tasking while the conversation is in progress.
- Restating the issues to assure you comprehend what was said.

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SMART Goals

SMART GOALS are objectives that meet the following characteristics.

- **Specific:** Smart goals are specific in that they mention how much by when. I will get a job earning \$30 an hour by June, 2011.
- **Measurable:** Smart goals are measurable. I will decrease my waist-line by 4 inches.
- **Achievable:** Even if no one has ever achieved the goal before there is some reason to believe it is attainable. You may have a record of gradual progress toward the goal to inspire you. The goal is within reach of your past performances.
- **Realistic** Very similar to achievable is the realistic nature of the smart goal. Having a goal to sprout wings and fly over the top of a building is not a SMART goal but a foolish fantasy. You cannot set a goal to suspend laws of nature such as gravity.
- **Time sensitive:** There is an end date by which the goal is declared attained or not. For example, one girl committed to sell 1,000 boxes of Girl Scout cookies in a month.

Performance Breakdown

Performance Breakdown is the analysis of the efficiency of an employees' work. It may be done on the individual or group level. The performance breakdown isolates specific tasks required to successfully do the job. Areas of strength can be noted and modeled throughout the company. Areas of weakness can be strengthened by further training and instruction. In a call center, the following areas may be the focus of a performance breakdown.

- **Telephone etiquette:** How professional does the employee sound in conversing with customers on the phone?
- **Handling objections:** How skilled is the employee at answering questions and objections about the product or service?
- **Record keeping:** How skilled is the employee at maintaining call logs and notes to follow through with contact in the future?
- **Transferring:** How tactfully does the employee pass a call on to the person who can make a deal or solve a problem for the customer?
- **Closing:** How can the employee finalize a sale and obtain the information and the financial commitment from the customer?

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Overcoming Limitations

In meeting your SMART goals often there are limitations and challenges to overcome. If there weren't any, success would be "normal". There are several things that limit our ability to successfully achieve our goals.

- **TIME:** Time management is a limitation that many struggle with. If you focus on breaking up the available time into smaller units, it becomes more manageable. Much has been written on the concept of 1 minute and 5 minute management goals. Some workers like to think in 15 minute segments and how much of the task they can achieve in that time period.
- **MONEY:** You may find the need for funding that would help you purchase supplies, accessories or other resources that would expedite you achieving the goal. Approach your supervisor to see if the company can provide these resources. If not consider bearing the expense yourself. It most likely will be tax deductible and the achievement that will result will be worth the investment.
- **PEOPLE:** You may need additional human resources to complete a task. Ask your supervisor to add personnel to your team to make your deadline on time. Inquire about other teams that are ahead of schedule that may lend some resources.
- **OPPOSITION:** There may be opposing forces within or outside the company that create obstacles to your progress. Try to negotiate a resolution peacefully. If necessary report the incident to a supervisor to help resolve the conflict.