

12 WAYS TO HELP YOUR SALES TEAM REACH PEAK PERFORMANCE



HELP CALLS REACH THE RIGHT DESTINATION.

Eighty-nine percent of customers get frustrated when they have to repeat their issues to multiple representatives.



AVOID LOSING POTENTIAL LEADS.

Make sure your calls make it to the right destination. By creating intuitive routing options, you'll reduce the number of missed calls.



GUIDE PROSPECTS IN THE **RIGHT DIRECTION.**

With 2/3 of all U.S. adults shopping online at least monthly, your website will be receiving exposure. It's crucial to make sure these customers can easily reach your sales team.



CALL NOW

(855) 225-5274



SIMPLIFY THE PROCESS.

Quickly turn internet leads into phone leads by including a clickable number on your website.

TRACK DOWN LEADS BEFORE THEY DISAPPEAR.

How quickly are you responding to leads?



Leads contacted within 5 minutes are 7.8 times more likely to willingly enter a sales process than leads contacted within 30 minutes.



ACT FAST TO CONNECT WITH LEADS.

Improve your lead conversion rates with Lead Chaser and gain valuable lead information. This solution is also capable of automatically assigning leads to agents.

DON'T DROP **HOT LEADS.**

Does your staff know a caller's call history before answering the phone? Do your reps ever accidentally forget to collect the caller's info before ending the call?

Keeping up with your leads doesn't have to be complicated. Save your staff time so they can mark other things off their to-do lists.

REDUCE CALL HANDLING TIMES.

Allow your staff to access a customer's previous call history to anticipate potential problems and capitalize on more sales opportunities.



KEEP UP WITH CUSTOMER INFORMATION.

How **time-consuming** is it for your team to manually enter customer information into your CRM system?



SIMPLIFY INFORMATION GATHERING.

Gather each caller's information before the call. Use a tool like Callbright Interactive to automatically sync call details with your CRM.

SHINE A LIGHT ON PHONE CALLS THAT NEED ATTENTION.



Ever wish you could verify that your employees were saying the **correct things** and **sticking to the script** to maximize potential leads?

 **MONITOR EMPLOYEE CALLS.** 

By utilizing Call Scanner, you can **stay up to speed** on how your staff is handling interactions with customers. You'll easily **pinpoint potential training needs**.

DISCOVER MISSED OPPORTUNITIES.

Did you know **25 percent** of customers never complain, even when they experience a serious problem?



How can you fix a problem you didn't know about?

IDENTIFY MISHANDLED CALLS.

Using a service like Call Rescue, let us notify you when you have **missed opportunities**.

FOCUS YOUR TEAM ON **THEIR GOALS.**

A Harvard University study noted a **30 percent** increase in performance when students set goals. If your team isn't setting goals, they're not utilizing their full potential.



MAKE **SMART** GOALS.

Specific

Measurable

Achievable

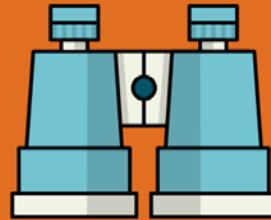
Relevant

Time-Based

KEEP YOUR SALES TEAM ACCOUNTABLE.

How many calls did your top salesperson make yesterday?
How does that compare to your bottom performers?

DON'T KNOW THE ANSWER TO THESE QUESTIONS?



MEASURE STAFF PRODUCTIVITY.

Keep track of your staff by assigning **unique numbers** to each agent. Easily identify who's not responding to leads and who has poor customer service skills. Then you'll know how to **enhance your customer experience!**



REST EASY WITH A **HIGHLY TRAINED TEAM.**

Is an **inexperienced** or **unqualified** team keeping you awake at night? Maybe they just haven't received enough training.



HELP YOUR STAFF IMPROVE.

Consider using a **24/7/365 training solution** to ensure your staff is prepared for objections.

Not only will your **employees be motivated**, but they'll also **appreciate your investing in their success.**

ACKNOWLEDGE **STAR PERFORMERS.**



It's important to take time to acknowledge the members of your team that **go above and beyond** to deliver **excellent customer service** on the phone. Who is standing out?



GET THE CUSTOMER'S OPINION.

The customer *is* always right. Use automated surveys to gather information on how your business is performing from a **customer service standpoint.**

STAY OUT OF THE WOODS **BY STAYING COMPLIANT.**



“Ring ring” can easily become “cha-ching” if your sales team isn’t careful. Violations for failing to comply with the DNC regulations is **\$40,654 per call**. Couldn’t you use that money in so many other ways?



TAKE THE NECESSARY PRECAUTIONS.

Screen all outgoing **phone numbers** and receive a notification if a call is **flagged**. Give you and your staff **peace of mind**.

READY TO TAKE YOUR TEAM TO THE TOP?



CALL US AT **855.528.7755** OR VISIT **CALLBRIGHT.COM**

