



## INCREASE PHONE SALES AND IMPROVE CUSTOMER SERVICE

Does your your phone script need an overhaul? Are your phone sales declining? Maybe your employees let callers lead the conversation because the employees aren't sure what to say over the phone.

A solution? Institute a mystery shopping and quality assurance monitoring program. The Shoppers' View team has created a checklist of tips that will help you get started. Use these tips to help your employees improve their interactions on phone calls or chats. These methods will help improve the quality of their conversations and benefit your company's bottom line.

Need more in-depth help? We can work with your business to find a custom solution. Shoppers' View can help you craft an updated phone or chat script, or help you implement quality assurance monitoring that will decrease employee uncertainty and increase your sales.

### START WITH A STRONG GREETING

To make a good first impression, include the company name and your name, and offer your assistance.

*Example: "Thank you for calling \_\_\_\_\_ (company name). This is \_\_\_\_\_ (associate name). How can I help you?"*

### ASK FOR THE CALLER'S NAME AND USE IT

By asking for the caller's name and addressing the caller by name, your customer service agents will build rapport.

*Example: "May I have your first name, please?" "It's Sharon." "Thanks, Sharon! I'll be happy to assist you today."*

### HIGHLIGHT PRODUCT AND COMPANY FEATURES

Presenting features of the product or service offered along with what makes the company stand out from the competition will build value in the eyes of the caller.

*Example for a rent-to-own scenario: "The refrigerator has the freezer on the bottom, glass shelves, and ice and water in the door. We offer 120 days same as cash, free delivery, and convenient payment options."*

### EXPLAIN ASSOCIATED BENEFITS

Employees should understand and be able to explain the product features and benefits. Including benefits of the product help the caller see how features are helpful.

*Example for a rent-to-own scenario: "With the freezer on the bottom, Having ice and water in the door adds convenience for everyone in the home. The glass shelves contain spills for easy clean-up. Ice and water in the door makes it convenient for everyone in the home."*

### ATTEMPT TO CLOSE THE SALE

Employees should be effectively moving along the sales process and attempting to close the sale over the course of a phone call. Directly asking for the caller's business is an effective way of increasing sales.

*Example: "Would you like to start the process over the phone?"*

### OVERCOME ANY OBJECTIONS

Callers often have concerns that prevent them from making a decision over the phone. Addressing any objections will make callers more comfortable doing business with the company.

*Example: Customer: "I'm not quite ready to do that." Customer Service Agent: "The prices I quoted are only good today. If you would like to secure the sale price, keep in mind that we offer a money back guarantee so that you are able to return the product if you change your mind."*

### ASK FOR CONTACT INFORMATION TO FOLLOW UP

Gathering the caller's mailing address, phone number, and/or email address will allow you to follow up as needed.

*Example: "Could I please have your email address so that I send you coupons or promotions?"*

### THANK THE CALLER

By showing your appreciation for the caller's time and interest, you will end the call in a positive manner.

*Example: "Thank you for calling today. I hope to see you soon!"*

**This checklist is just the beginning.**

Contact Shoppers' View for custom solutions to improving customer service throughout your organization.