



**Sales  
Professionals  
of Ottawa**

**Presents**

**“How to Turn Customer  
Service Phone Calls into  
Sales Opportunities”**

Reflective



Keynotes

# To Get the Most From This Webinar



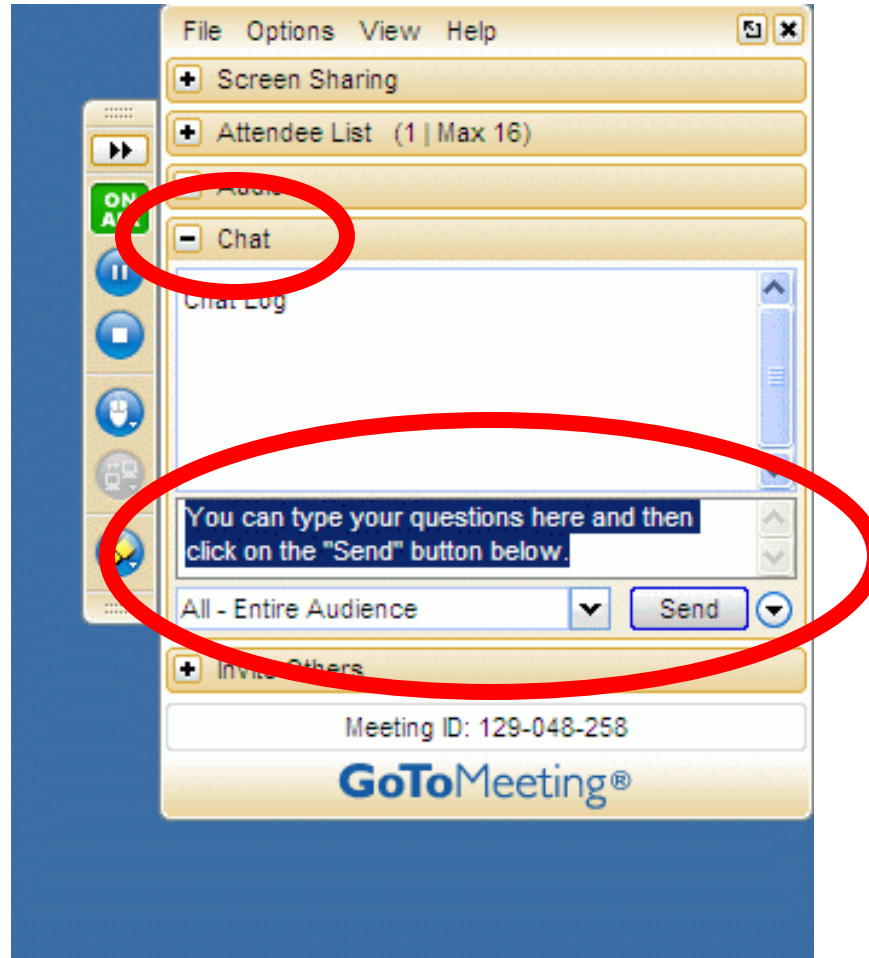
- **Mute your phone if you want to reduce background noise**
- **Maximize the viewing window on your monitor**
- **Share your ideas and experiences**

# To Get the Most From This Webinar



- **View this workshop as a “buffet”**
- **Review the PowerPoint slides, after the webinar**
- **Actively participate and ask questions by phone or webinar chat box**

# Webinar Chat Box



# Juggling Sales & Service

**Good customer service is not enough...**



- **Every time a customer calls, you have an opportunity to help them with additional products and services.**

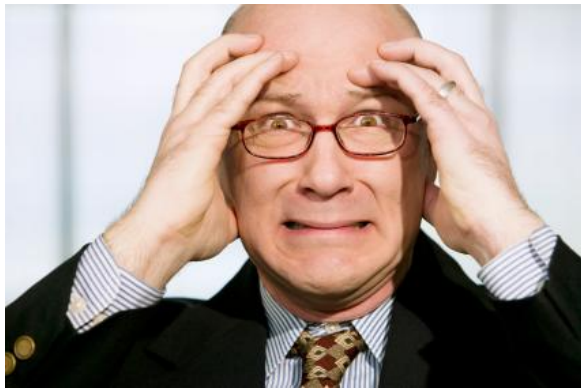
# Inbound Phone Calls

**Every customer service call represents an opportunity for:**

- 1. Upselling**
- 2. Right-sizing**
- 3. Retention**



# Answer the Caller's Initial Customer Service Issue



- **82% of unhappy customers will deal with your company again, if their complaint is resolved quickly**

# Plant Seeds



**Don't save the “upsell” until the end of the call:**

- **Throughout the call, your goal is to create interest even as you are resolving the caller's initial issue**

# Plant Seeds

**For example:**

- **“I want to help you with this (initial issue.) I also noticed a way you can save money on your service.”**



# Plant Seeds

## Give your caller a choice:

- **“Would you like to discuss this now, or come back to it after I assist you with your initial question?”**



# Look for Opportunities



**Can you spot the clues?**

# Listen to the Caller's Voice



**The perceived impact of a telephone conversation is composed of:**

- **Words: 13%**
- **Voice: 87%**  
(Vocal tone, volume, pace, inflection)

# Make the Transition...



**From a “customer service” call to “sales” call when:**

- **You’ve resolved the caller’s initial question (and built credibility by doing so)**
- **Captured the caller’s interest in hearing more**

# “Questions and Answers”



**Let’s take a moment to see if there are any questions about what we’ve covered so far:**

- **You can ask questions by phone, or**
- **Type them into the webinar chat box**

# Caller's "Trust Factor"



**Credibility + Benefits**

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**Perceived Risk**

# Caller's "Trust Factor"

- How can you increase the perceived credibility of your service?
- How can you explain the benefits of your service?
- How can you lower your client's perceived risk of choosing your company?

# Caller's "Trust Factor"

- **Certification standards  
(i.e. CSA approved, or ISO 9002)**
- **Independent reviews  
(i.e. Consumer Reports)**
- **Testimonials**
- **Product demos/trial offers**

# Key Learning Points



**What is one thing you learned from  
this webinar?**

# Additional Resources



**If you would like:**

- **My free newsletter with more telephone sales skills tips**

**Email me at:**

**[mike@reflectivekeynotes.com](mailto:mike@reflectivekeynotes.com)**



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