

## **Transactional Selling – Customer Care, Inbound Call Center**

### Your Values & Expectations

- Your Objectives
- Your Values
- Core Strategies
- Simplifying Business Communications
- Your Model
- Value Statements Vs Value Propositions/Benefit Statements
- Your Global Value Statement

### Business & Customer Needs

- Key Definitions
- Business Objectives
- Business Drivers
- Business Challenges
- Value Propositions
- SMART Value Propositions

### The Transactional Solution Selling Process for Customer Care/Inbound Call Centers

#### Transactional Solution Selling Defined

#### Transactional Solution Selling 5-Step Process

##### Step 1 - Preparation/Opening

- Open - Verification
- Listen to Customer/Taking Ownership
- Record Relevant Information

##### Step 2 - Resolution

- Understand and acknowledge customer's concern
- Identify steps to correct or address concern
- Communicate actions steps
- Gain Agreement
- Handling Irate customers
- Resolution

##### Step 3 - Transitioning/Interviewing

- Transitioning is the Key
- Value Statement
- Probe for Customer Interests/Needs

##### Step 4 - Solution/Benefit Presentation

- Formulate Solution based on Business Related Benefits
- Impact/Results
- Multiple Solutions
- Value Propositions

##### Step 5 - Close

- Types of Closes
- Gain Commitment
- Buying Signals
- Objection Handling
- Complete Process/Recap

