bigrock
People Performance Solutions

Sales, Telesales & Customer Service

A Consultative Sales approach that delivers an exceptional customer experience and outstanding results

Sales, Telesales & Customer Service

Bigrock work with large corporates and SMEs to optimise the customer experience and drive up commercial results. Our training is designed bespoke to meet your needs and reflect your market, customers and proposition.

We create learning journeys for;

Sales Teams

- B2B sales professionals
- Intermediary sales teams
- B2C sales advisers
- Regulated sales professionals
- Regional & branch sales teams
- Client Advisors & Business Development Managers

Telephony Sales Teams

- B2B & B2C advisors
- Call & contact centre teams
- In-house telephony teams
- Outbound teams
- Inbound teams
- Lead generation teams

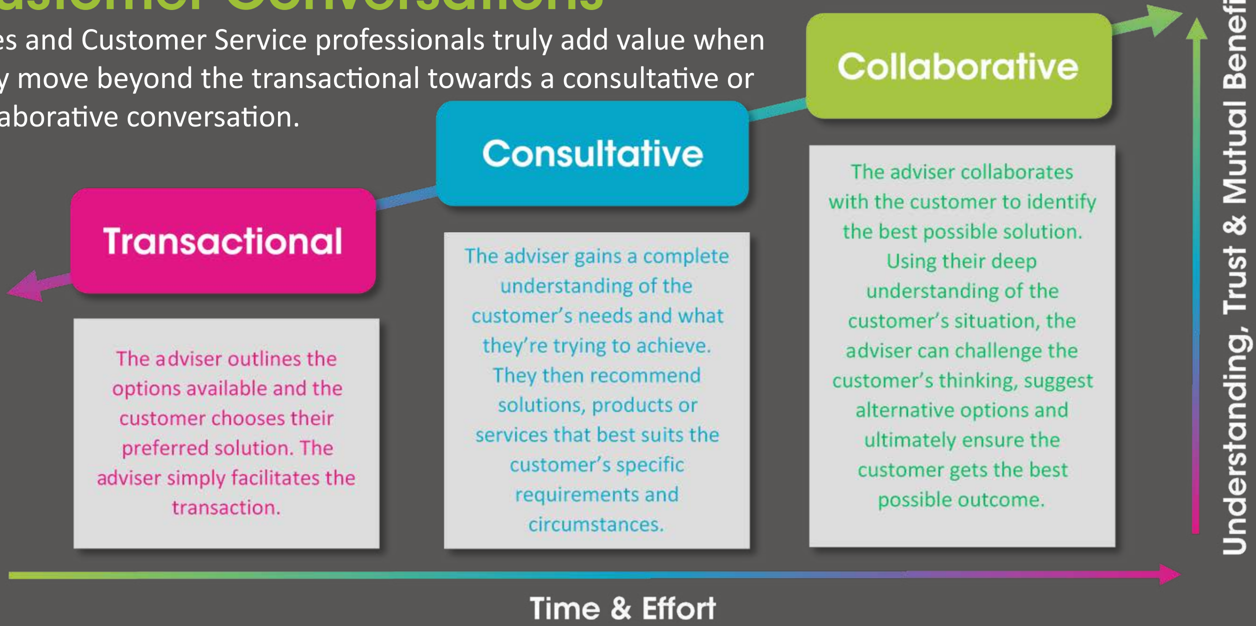
Customer Service Teams

- Call and contact centre teams
- Customer retention teams
- Complaints & resolutions teams
- Support & booking teams
- Teams caring for vulnerable customers

We help professionals develop the mindset (p.4) , structure (p.6) and skillset (p.8) for effective customer conversations.

Transactional, Consultative & Collaborative Customer Conversations

Sales and Customer Service professionals truly add value when they move beyond the transactional towards a consultative or collaborative conversation.



Transactional sales are increasingly being conducted or replaced by automated or digital solutions. Today's advisers typically move between a transactional, consultative and collaborative approach to suit each customer's needs.

We help professionals explore how and when to use transactional, consultative and collaborative techniques to add the greatest value for the customer.

Mindset & Belief

A winning mentality is crucial to success in sales and customer service.

Excellence begins with a strong belief. A belief in your service, in your approach and your products. A belief in the excellence you have achieved and the leaps forward you can still make. A belief that you can and will deliver a winning solution that will delight the customer.

This winning belief drives winning behaviours and winning results. In a self-fulfilling cycle, great results further boosts team and individual belief and behaviours, for even greater results.

We work with professionals to help them develop a mindset for success.

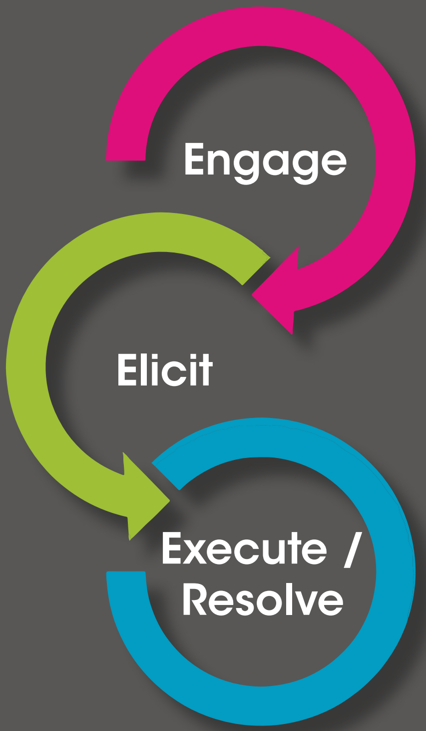
We Explore

- What the company's vision and values mean to you.
- The difference you can make to customers.
- How your customer conversations and sales contribute to the overall success of the business.
- How to maintain a positive mindset after a difficult conversation or a lost sale.
- How to create an environment where everyone continually strives to improve and learn.

The Consultative Process

A Structure for Consultative Conversations

We we help professionals explore how to engage with clients and customers, how to elicit a deep understanding of their needs and objectives and how to meet their needs and / or execute the sale.



- Introduce yourself with a Value Proposition.
- Gain customer buy-in for yourself and your approach.
- ODO™ planning – identify your optimum desired outcomes and that of your customer.
- Engage with true clarity of intent.

- Achieve a deeper understanding of the customer's situation.
- Gain agreement and strong commitment to act.
- Build customer trust for a more consultative and collaborative approach.

- Present different strategies, recommendations and ideas to the customer.
- Maximise the customers' commitment going forward.
- Handle objections.
- Bring the conversation to a close with a sale or resolution.

The Engage-Elicit-Execute structure gives professionals a road map for customer conversations. The time taken and the techniques used at each stage are tailored for different scenarios.

For more **complex sales**, such as financial advice or a professional service sale, we coach professionals on a range of rapport building and initial engagement techniques. We then introduce learners to our Lifeline and IDI™ techniques for eliciting a deep understanding of the customer's needs, objectives and future goals. Sales advisers explore how to use this deep understanding of the customers' needs to highlight how their service delivers benefits of direct relevance to the customer.

In **telephony sales** and **customer service** environments, we explore how to engage, understand the customer's specific enquiry and broader needs, and then present a resolution, as efficiently as possible.

Skills & Techniques

We provide professionals with the opportunity to practise and improve their sales and engagement skills.

Sales Managers & Team Leaders

Sales Managers and Team Leaders play a crucial role in the development of sales and customer service teams. The best managers inspire, nurture, develop and stretch their teams to deliver more than they believe they can.

We work with managers to help them champion new mindsets, skills and processes and ensure their teams embed new learning in role.

We recommend that Sales Managers and Team Leaders attend all learning alongside their teams and receive additional support to help them optimise their skills for developing others and leading teams. The majority of our bespoke programmes include a specific Manager pathway, where we give Sales Managers and Team Leaders the people development and team management tools to help their teams embed new techniques and further elevate their learning.

Our goal is to enable managers to continue to support and develop their teams, independently, in the months and years following our programme.

Learn more about our management programmes at:
http://www.bigrockhq.com/training-programmes/management/

Bespoke Programme Design

Each Sales and Customer Service programme is designed to meet our client's particular needs and desired outcomes. To ensure we create a development solution that meets your needs and delivers your objectives, we employ our DDDE© approach for training excellence.

DISCOVERY
Understanding your needs & objectives

DESIGN
Design the very best solution

DELIVERY
Enhance capabilities

EMBEDDING
Consolidate & elevate learning

We begin by gaining a deep understanding of your business, your sales processes and approach to customer service. We work with your leaders and project stakeholders to understand their vision for the business and their objectives for optimising the customer experience and improving commercial outcomes. We observe and interview managers and sales / customer service professionals, to gain an appreciation of what it's like to come to work and strive for excellence in their role. We explore the challenges they face, their development needs and capability gaps.

We then use our findings from discovery as a starting point for the design of a bespoke programme that meets the needs of the business and the development goals of leaders, managers and team members. This can include a range of delivery events, coaching and courses and a blend of embedding solutions.

Blending Practical Workshops, Coaching & Digital Learning Solutions

Unlike many consultancies that offer either practical workshops or online solutions, Bigrock combine the best elements of both, for a consistent learner journey that appeals to a range of development styles. Sales and Customer Service professional benefit from ongoing access to first class digital learning that directly mirrors the models and techniques they practised at their workshops and during coaching.

The learner journey typically begins with an introduction to key principles using our online learning guides and videos.

Training sessions and events then provide learners with the opportunity to discuss and practise new skills.

Then, as learners apply new skills, they can access reminder aids and additional online support.

Feedback on the Bigrock Training Experience:

"I am even surprising myself here! I have really taken to this new way of doing things and have just booked another SFS [appointment]. I really thought I may struggle, as I am of a certain age, but am finding it refreshingly good." - **Adviser, Skipton Building Society**

"Following her attendance on the Bigrock training course, Jayne has achieved 307% of her weekly target and she achieved a full house of cross sales to half of those customers...the performance is AWESOME!" - **Mortgage Sales Manager, LBG**

100% of course attendees said they would recommend their Bigrock course (2016).

Bigrock's Sales, Telesales & Customer Service Clients Include;

Mercedes-Benz

WESLEYAN
we are all about you

AVIVA

MetLife

ASHRIDGE
EXECUTIVE EDUCATION
HULT

SKIPTON
BUILDING SOCIETY

SCOTTISH WIDOWS

PRUDENTIAL

LLOYDS BANK

RBS
The Royal Bank of Scotland

AXA

FINANCIALADVISER
SCHOOL Part of OLDMUTUAL WEALTH

LIGHTHOUSE GROUP
FINANCIAL SOLUTIONS

Santander

FriendsLife

Results are critical... for us and our Clients

Client Stories

Mercedes-Benz

In the month following a Bigrock telephony sales programme, Mercedes-Benz Insurance saw their highest monthly sales figures for 18 months. They also achieved (year on year) a;

- **31% increase in sales**
- **16% increase in retention**
- With a **69% reduction in abandonment rates**

PRUDENTIAL

Bigrock worked with 75 telephony account managers in Prudential's intermediated team to optimise sales skills. Following the programme, Prudential applied their new techniques and processes in a campaign targeting dormant accounts. As a result of this 2 month campaign alone, an independent evaluation calculated that the team had seen **a return 10 x their investment**.

AVIVA

Bigrock delivered sales and telephony sales courses to over 450 delegates in Aviva Ireland's Life, Health and GI teams. The Health team alone saw a;

- **97% Uplift in Sales**
- **43% Increase in Quote to Sale Conversion**
- **171% Increase in Inbound Retention**

If you would like to discuss your sales, telesales or customer service training needs with one of our experts, please call our team on; **+44 (0) 1280 820 780** or email; **enquiries@bigrockhq.com** bigrock

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