



**PEAK PERFORMANCE LEADERSHIP SERVICES Inc.**

## **One Day Inside Sales / Customer Service Workshop**

Today, good inside sales and customer service representatives can wear many hats. They can cross into being product managers, social media marketers, content gurus, and yes, salespeople! They need to understand all of the basic principles of sales and communication. While there will be multiple touches that go into any sales effort, learning to leverage the new tools and capabilities of today's landscape will go a long way towards not only supporting outside sales, but to improving important customer relationships and contributing to a greater share of wallet.

In one day inside sales / customer service representatives will advance their skills and knowledge and use of technology in the following key areas:

### **1. Changes in the Role**

The role of the inside sales and customer service personnel has changed, and continues to evolve. By definition, inside sales is professional sales done remotely or virtually. But inside sales representatives are absolutely not “smile and dial” B2B single-touch telemarketers, nor are they simply “order takers”. They are generally selling larger, more complex and more expensive B2B products and services. Great inside sales representatives are socially savvy, educated individuals who understand how to build relationships and trust by utilizing proven techniques. While their pitch is typically not scripted, the path to success generally requires several touches and has changed considerably in the last two decades.

- Clearly defining today's role
- Identifying key elements and responsibilities of this role
- Selecting major objectives in this role

**Teaching:** To understand what this role is and is not to ensure maximum positive impact and contribution to the organizations.

## 2. Growing Sales with Existing Clients

The term “share of wallet” and the ability to sell deeper and wider to existing clients is a necessary endeavour if companies are to maintain and grow the businesses. This role can have a significant impact on retaining and growing existing clients.

- Account prioritization
- Becoming a Micro-Influencer
- Bringing new and consistent value
- Technology / tools to support these initiatives and improve efficiencies

**Teaching:** Ways you will maintain and grow business in your existing accounts.

## 3. Working Collaboratively

Just as the outside sales representatives of any organization should not feel as though they are on an island, this role has evolved to be in contact with many divisions internal to your company, and many more touch points within the client company. Learning to work in a collaborative fashion is crucial to showing a consistent, professional approach to the client.

- Working with outside sales, marketing and operations within *your* company
- Identifying and working with key client influencers
- Building an informative network

**Teaching:** How to leverage and work with the proper sphere of influencers within your company, the clients, and the industries.

## 4. Being Proactive

No longer a “reactive” role, individuals can proactively engage in many areas of the sales cycle. From identifying initial referral potentials, to qualifying right through to closing of proposals, the inside sales /customer service representative is a highly skilled sales individual. To ensure they remain as a generator of business, the following will be shared:

- Working with social media

- Seeking new opportunities with existing clients
- Gaining referrals
- Soft introductions to outside sales and client/company executives

**Teaching:** How to be proactive in your sales efforts to generate these conversations and then provide clients and internal stake holders value.

Secure and grow your business with these proven techniques to ensure you protect your business developed in 2019, while exceeding your 2020 sales growth goals!

**Contact Peak Performance at 416 726-0173 for more details and to register!**

Regards,

*Rick Denley*

Data used in this article from [RAIN Group Center for Sales Research](#)