



**Inbound Training
Proposal**

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**“12 STEPS”
TO SUCCESSFUL
CUSTOMER SERVICE**

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Introduction:

Thank you for allowing *Kathy Sisk Enterprises Inc.* the opportunity to present our company for your review. We offer a wide range of services such as; consulting, national recruiting, call center assessments-consolidation-setup and reengineering, motivational seminars, workshops, script development, outsourcing and project management services, and teleconference training.

Kathy Sisk Enterprises Inc. is able to offer call center solutions and customized training programs that directly benefit companies through increased productivity and improved call center efficiency. Often companies recruit the wrong person, or equip the right person with the wrong tools. *Kathy Sisk Enterprises Inc.* removes the guesswork by developing training programs using our unique “12 Step” scripting and training platform to handle Inbound and Outbound Sales and Telemarketing and Customer Service activities.

When it comes to call center solutions such as; Site Feasibility, Center Design, Reengineering, Human Resource Practices, Developing Productivity Incentives, Hardware and Software Selection or Ergonomic Furniture, *Kathy Sisk Enterprises Inc.* has invested many years in research and has the expertise to provide personal recommendations when selecting and dealing with the best vendors. Our objective is to help you receive quality products and services at the most cost-effective prices and in the time frame anticipated.

Kathy Sisk Enterprises Inc. can help with setting up a brand new call center, expanding or reengineering an existing center, or to guide our clients through the relocation and consolidation process. Should our clients ever have the need to outsource their inbound or outbound campaigns, we can assist them with the best service agency selection while managing the entire campaign; From project assessment, script development, orientation, training, remote monitoring, ongoing project assessments and consultations. *Kathy Sisk Enterprises Inc.* is the “Number One Resource” for all our client’s call center needs.

Objective:

Kathy Sisk, founder and president, has more than 30 years experience in the Call Center Industry. Kathy has had the unique opportunity of stepping into some of the most challenging call centers in the industry. Many of our clients achieve 200%-500% increases in their overall production from Kathy’s knowledge and ability to assess, train and enhance the overall culture of a call center’s environment. Each recommendation, technique and solution provided has been tested, not only by Kathy Sisk personally, but by the experts within the Telemarketing, Customer Service and Sales industries. This has provided the solid foundation that has given our company the reputation of being one of the top training and consulting firms in the industry.

Objectives: *Kathy Sisk Enterprises Inc.* recognizes the demands and pressures placed upon your customer service staff in an effort to:

- Handle inbound activities more efficiently, professionally and profitably.
- Increase sales and servicing and lower customer attrition rate through the use of effective selling, servicing, and call handling techniques.
- Better Handle Credit and Collection issues that are Customer Service oriented.
- Train Secretaries how to effectively screen calls without sounding like a "typical screener".
- Minimize management tracking and maximize department's potential.
- Ensure implementation of employee's customer service principles.

Overview:

- Defining Applications
- Case Studies To Validate The Effectiveness Of Customer Servicing

Customer Service Training Outline Options (Pick and Choose):

- Voice Projection and Style of Delivery
- Opening Statement: "The First 30 Seconds"
- Call Objective Planning
- Qualifying and Understanding Your Customers
- Effective Listening Exercises
- Help Desk and Technical Support Call Handling Procedures.
- The Presentation "Develop Scripts" and use them as "call guides"
- Probing Questions To Build Rapport
- Qualifying, Establish Wants, and Create The Customer's Needs
- Features vs. Functions vs. Implied Benefits vs. Stated Benefits
- Train Secretaries On How to Effectively Screen Calls
- How To Avoid Repetitive Unwanted Calls
- Describe Customer Scenarios to Improve Customer Outcomes
- Handle Callers Who are Rude or Too Aggressive
- Interpret, Narrow Down, Understand, and Overcome Objections
- Cross-Selling Techniques That Are Customer Service Oriented
- How To Validate Your Claims
- Become A Problem Solver
- How To Be Assertive and Not Aggressive
- Train and Improve Customer Care Calls
- Turning Challenging Customers Into Satisfied Lifelong Relationships
- Controlling The Conversation While Servicing Your Customer
- The Do's and Don'ts Of Customer Service and Telephone Etiquette
- Handling Inbound Activities More Efficiently and Professionally
- Selling Your Ideas and Offering Solutions Without Being Intrusive
- Powerful Closing Techniques That Never Get Resistance
- Meet the Customer's Needs without Compromising
- Decreasing Cancellations, Dissatisfied Customers, and Customer Attrition
- Transferring and/or Forwarding Calls More Efficiently
- Excel In Your Internal Communications
- How To **Properly** Place Customers On Hold
- How To Effectively Handle Past Due Customers and Collect
- Self-Motivational Tips To Reduce Customer Service Agent Burnout
- Defusing The Anger Of Irate Customers

Customer Service Workshop Options

1. 12 STEPS TO SUCCESSFUL CUSTOMER SERVICE

- 12 Step Program
- 9-12 Hours of Instruction
- Documentation & Review
- Training Manual and Handouts
- Personal Role Play and Evaluations
- Objection Hot Line Access for Management
- 5 Objection Handling Methods
- Motivational Techniques
- Time Management
- Organizational Skills
- Documentation of Activities and Recommendations

2. CUSTOMIZATION and SCRIPTING

- Customization of 12 Steps
- Classroom Preparation
- Script Development
- Forms
- Probing Questions
- Features, Functions & Benefits
- Objection and Answers Developed

3. INDIVIDUAL INSTRUCTION AND GROUP SESSIONS

- Personal Hands On Training
- Individual Documentation
- Call Monitoring and Coaching
- Production Analysis and Ratios
- Overcoming Fears and Building Self- Confidence
- Live Evaluations
- Individual & Group Role Plays
- Critique Voice Inflection
- Overall Assessment With Management

4. REFRESHER COURSE

- Overcoming Objections and Individual Concerns
- Introduction of New Information
- Personal Listening and Role Play Evaluations
- Individual Evaluation of Implementation of “12 Steps”

5. TRAIN THE TRAINER

- “12 Step” Custom Lesson Plan
- Role Play Activities
- Management Evaluation
- Policies and Procedures (optional)
- Trainer’s Manual
- Time Management
- Listening Exercises
- Coaching Techniques
- Documentation & Review
- Motivational Techniques
- Organizational Skills
- Online Monitoring and Trainer Evaluations

6. ASSESSMENT AND CONSULTATION

- Meeting with Upper Management
- Tour Of Call Center and Other Related Depts.
- Recommendations & Propose Training Options
- Agent Coaching
- Monitor and Evaluate Agents
- Review and Assessment with Upper Management

Next Steps

Additional Information:

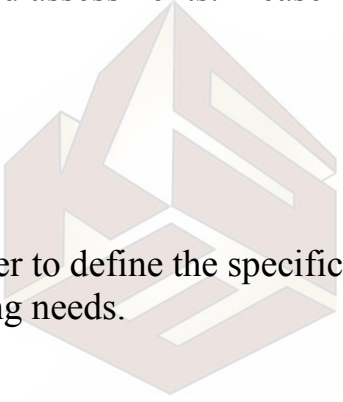
The number of days required (6-hour session equals one day) is dependent on size of class and which Training Workshop Options are chosen and whether the department is sectioned by groups to allow floor time coverage. Client will receive one trainer's manual, one master general script book, audiotapes and a master set of handouts to duplicate and distribute to attendees.

Retainer Fee Option:

Many of our clients prefer a longer term commitment to training and follow up for their sales and /or customer service departments. Therefore ***Kathy Sisk Enterprises, Inc.*** offers a retainer fee option. Included in the retainer fee option are several on site visits, virtual training, weekly follow-ups and ongoing consulting, report analysis and assessments. Please request a more detailed proposal.

Moving Forward:

Contact Kathy Sisk (President) in order to define the specific objectives for your center, and/or draft a customized proposal for your training needs.



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