



Outbound Training
Proposal

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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.

Training Course Outline

Objectives:

Kathy Sisk Enterprises Inc. recognizes the demands and pressures placed upon your Telemarketing/Sales Staff in an effort to:

- Handle inbound and outbound activities more efficiently, professionally and profitably
- Increase sales through the use of effective outbound selling techniques
- Minimize management tracking requirements and maximize your potential
- Ensure implementation of telemarketing principles

Overview:

- Defining Applications
- Overview To Validate The Effectiveness Of Inbound and Outbound Telemarketing for Client in the Areas of:
 - Telemarketing
 - Customer Service
 - Sales

Inside Sales Training Workshop Outline:

- **Voice Projection and Style of Delivery**
- **Accent Reduction Training Program**
- **Opening Statement: “The First 30 Seconds”**
- **Call Objective Planning**
- **Qualifying and Understanding Your Prospects and Customer Base**
- **Effective Listening Exercises**
- **The Presentation: “Develop Scripts” and Use Them As “Call Guides”**
- **Probing Questions To Qualify and Build Rapport**
- **Qualify, Establish Wants and Create Needs For Your Products/Services**
- **Features vs. Functions vs. Implied Benefits vs. Stated Benefits**
- **Interpret, Narrow Down, Understand and Overcome Objections**
- **Up-Selling Techniques That Are Customer Service Oriented**
- **How to Validate Your Claims**
- **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**
- **Establishing Rapport and Building Long Term Customer Relationships**
- **Selling Your Ideas Without Using Typical Sales Approaches**
- **Powerful Closing Techniques That Never Get Resistance**
- **Trial-Closing Questions To Increase Your Bottom Line**
- **Decreasing Cancellations To Under 2%**
- **Setting Goals and Achieving Them**
- **Self-Motivational Tips To Reduce Agent Burnout**
- **Getting Agreements Throughout The Presentation**
- **Secretarial Screens to Get Past The Gate Keeper**

Training Workshop Options

1. Training Workshop - "12 Steps" To Successful Telemarketing and Sales

Each participant will receive 18 hours of instruction; The Telemarketing workshop includes: Lectures, Listening Exercises, and Role-Play Sessions.

2. Customization and Scripting

Training Workshops are customized to meet the objectives of your department(s). Scripts; Objections; Probing questions; Features, Functions, & Benefits are tailored to insure effective implementation of the training program for immediate results. Customized forms for effective performance tracking and recruitment are included.

3. Individual and Group Instruction

Once the initial course has been completed, an individual session is held with each course graduate. Personal assessments will be made while students are participating in their every-day prospecting activities. Each student is provided with a personal evaluation of their skills, techniques, and adherence to the principles of the **"12-Step Training Platform"**.

4. Refresher Course

The Refresher Course is recommended 30 days after the initial training course has been completed. The course reinforces the **"12-Step Training Platform"** and allows the student an opportunity to "fine tune" any difficulties they may be experiencing.

5. Train the Trainer

It is essential for management to be skilled in the techniques taught in the course in order to encourage, motivate, and ensure implementation of the **"12-Step Training Platform"**. This will help management to facilitate the recruiting and training of new employees, and give control and consistency in the training and implementation of skills and techniques. It also enables all employees to follow one concise proven program, offering maximum results, and continuity.

6. Assessment and Consultation

An Assessment determines the current status of your Call Center and the steps needed to improve its overall production. This Assessment will evaluate the methods and systems used and the skill level of your TSRs/CSRs. Hiring and compensation methods are also evaluated. Recommendations are provided with a verbal and written proposal for training and customization options. This ensures the best training available for your staff and is completely customized to meet your specific Call Center's objectives.

Training Workshop Options

1. TRAINING WORKSHOP - 18 Hours of Instruction

- 12 Step Training Program
- Assessment and Review
- Training Manual and Handouts
- Personal Role Play and Evaluations
- Objection Hotline For Call Center Manager
- Motivational Techniques
- 6 Objection Handling Methods
- Time Management
- Organizational Skills
- Documentation of Prospecting
- Activities & 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 and GROUP INSTRUCTION

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

4. REFRESHER COURSE

- Overcoming Objections and Individual Concerns
- Personal Listening & Role-Play Evaluations
- Introduction of New Information
- Personal Evaluation Implementing "12 Steps"

5. TRAIN THE TRAINER

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

6. ASSESSMENT AND CONSULTATION:

- Meeting with Upper Management
- Tour of Call Center & Other Related Depts.
- Monitoring & Evaluate TSRs/CSRs
- Test Coaching
- Discuss Assessment with Upper Mgmt.
- Recommendation & Propose Training Option

Next Steps

Additional Information:

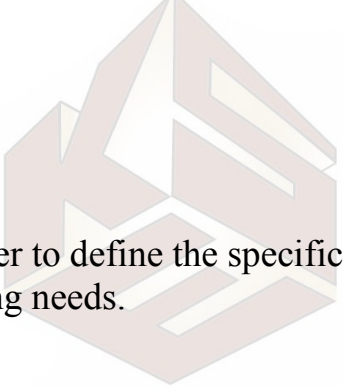
The number of days required (6-hour session equals one day) is dependent on size of class and which Training Workshop Options are chosen and whether the department is sectioned by groups to allow floor time coverage. Client will receive one trainer's manual, one master general script book, audiotapes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