

The KONA Group

' Call Centre and field Sales Performance'

Case Study



The KONA Group

Over the last 15 years The KONA Group has become renowned as the 'go to' company for organisations who are looking to ensure that their Leaders, Managers and People are able to perform at the level required to ensure strategies are executed, performance objectives are achieved and critical business results are delivered.

Each member selected in the KONA team is a highly skilled business improvement specialist who works with our clients according to the specific skill-set and expertise required in each project. They are NOT theoretical 'by the book' trainers or academics who have never run a business, managed a team, or built a Pipeline

Cold Calling and Call Centre Sales Expertise

In many organisations the telephone appointment making and direct Sales are the back bone of their growth and while many organisations have excellent facilities, strategies, products/services and measurement tools and processes, the one key area that is lacking is in the actual conversations people (both inbound and outbound) have with customers
From our experience the main 'gaps' include:

1. Fear of picking up the telephone
2. Poor or no Time management
3. The ability to engage with a customer and quickly build rapport over the telephone
4. The be patience and slow down and find out more about the customer personally and their 'triggers'
5. The belief they need to focus on trying to get through the call to move onto the next one on the list, rather than the quality and conversation of the conversation
6. They have been thrown in at the deep end, with no formal conversational skills training
7. They struggle to respond to a customer when they say "NO"
8. They don't handle negativity or aggressive personalities well
9. They could not find the "need behind the need"
10. They were selling on cost not quality
11. They had little or no negotiation skills

Outcomes

- Increased average daily time on the phone from 45 minutes to 3 hours
- Increased increase overall activity by 150%
- Increased outbound quotes by 88%
- Increased sales by 66%