



## ··· → Contact Center Selling (inbound)

### Role Description

Contact Center Selling (inbound) is defined as the 'ability to engage quickly and effectively with all types of caller and create rapport; to use effective and professional sales techniques – over the phone and via e-media; to gain an understanding of the caller's needs, requirements and desires and, to quickly identify what actions it would be appropriate to take to move the opportunity towards a sale, meeting, or other relevant outcome.

'To qualify the prospect and the opportunity according to company or marketing guidelines; effectively communicate the offering, in terms and in a way that is comfortable and relevant for the prospect; handle objections through active listening and objection-handling techniques; close either the sale, if appropriate, or a next-step action and to report effectively on Key Performance Indicators (KPIs) achieved, for all relevant stakeholders.'

### Abilities

Candidates for inbound Contact Center roles require a range of capabilities to perform this role including the ability to:

- **Engage** the caller quickly and effectively and use communication skills and techniques to create rapport.
- **Rapidly** gain a full understanding of a caller's needs, desires and preferences through use of good questioning technique.
- **Accurately** and effectively match own offerings to customer's requirements and present them in such a way that it creates a feeling of 'fondness' with the caller.
- **Handle** objections effectively through appropriate use of active listening and objection-handling techniques.
- **Close** sales, or meetings, or agree next actions, as appropriate.
- **Report** effectively for and to all relevant stakeholders on performance against Key performance Indicators (KPIs) as may be required from time to time.

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