

# **Improving inside sales and customer services**

**Eddie Lemoine**

**revenue**



**There are only two ways  
to increase your sales.**

- **Increase your activity**
- **Increase your closing rate**



# Improving inside sales and customer services

Achieving **sales** excellence

**Step 01** The role of Inside sales

**Step 02**  
Increase your activity

**Step 03**  
Increase your Closing Rate

**Step 04**  
Identifying your ideal customer

**Step 05**  
Customer Service for Profit

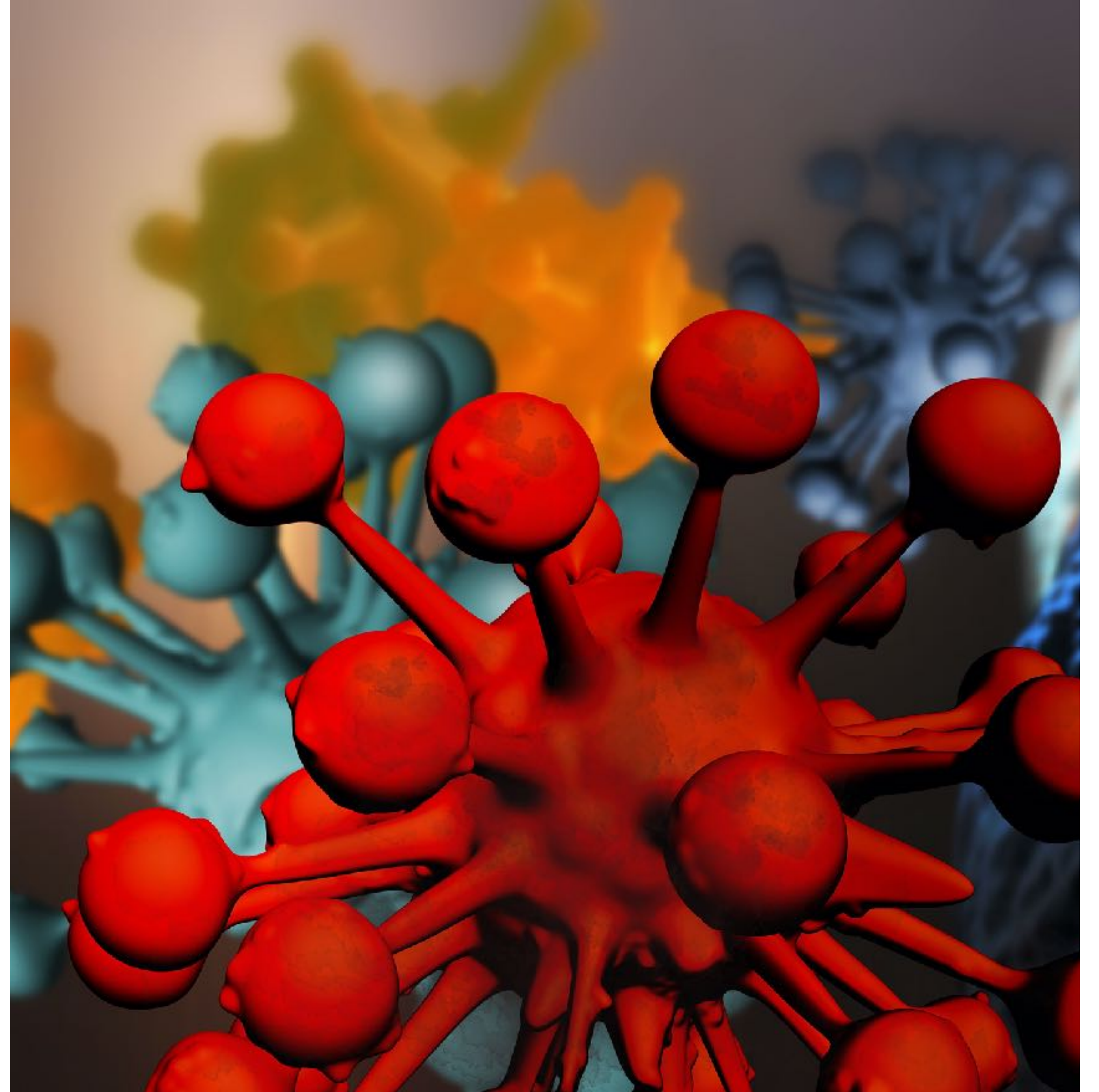




## **The evolution of inside sales**



# Pandemic







# Technology

- **CRM**
- **Email Marketing tools**
- **Social Media**
- **The Internet**





**Communication  
styles  
of  
different  
generations**

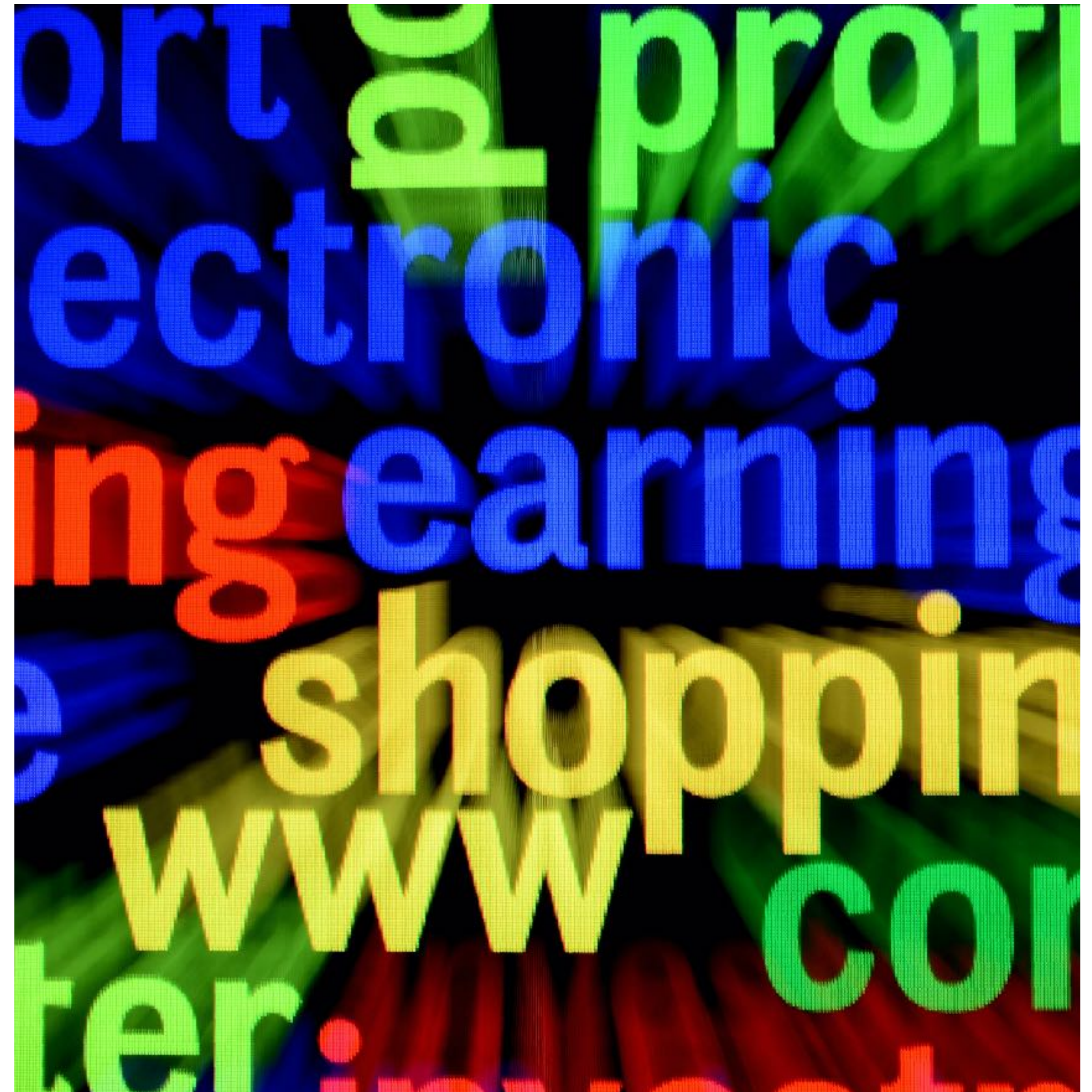




# Changes in buying habits

- **Customers look for instant access to be able to purchase a product or service**
- **78% of customers buy from the first responder**
- **The probability of a sale drops by 70% after 30 minutes**

**\*\*\*Right Now, 55% of Companies Take 5+ Days to Respond.**







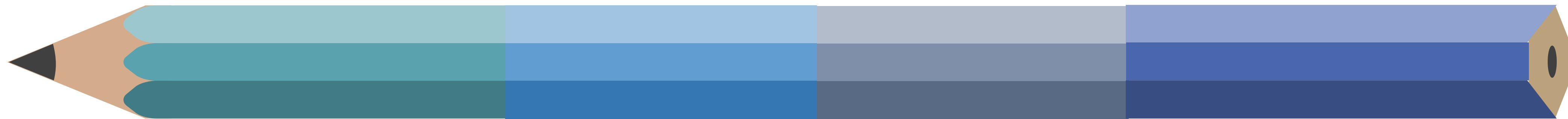
**Increase your activity**





# What are the steps to inside sales

Success is on its way!



**Make the sale**  
A potential customer that requires your product.

**Lead Generation**  
CRM  
Email Marketing  
Telemarketing

**Identify Potential Prospects**  
Search for customers whose needs are best served by your company's solutions.

**Prospecting**  
Social Media  
Internet  
Events





# Success

TALENT HITS A TARGET NO ONE ELSE CAN HIT;  
GENIUS HITS A TARGET NO ONE ELSE CAN SEE.

*Arthur Schopenhauer*



# **The Tools of an Effective Inside Sales Strategy**

## **Prospecting**

**Prospecting is the search for  
customers whose business  
needs are best served by your  
company's solutions.**





# Prospecting

**Search for customers whose needs are best served by your company's solutions.**

- Social Media
- The Internet
- Local Events
- Your Competitors





# Identify Potential Prospect

What do I do when I find them?

**C**ustomer

**R**elationship

**M**anagement





# Lead Generation

- Email Marketing
- Social Media Ads
- Telemarketing
- Expanding current customers
  - Nurture Programs







Understanding your  
client's  
buying process





# The purchasing authorities for each lead.

Who decides to buy



## The financial buyer

Has the ultimate say on where to purchase goods and services.



## The end-user

The person who will be using your products and services.



## Your in-house friend

A person who can help you maneuver the buying decision within a prospect's organization.



## The contractual buyer

Someone who understand the technical aspects of the purchase.







# The purchasing authorities for each lead.

Who decides to buy



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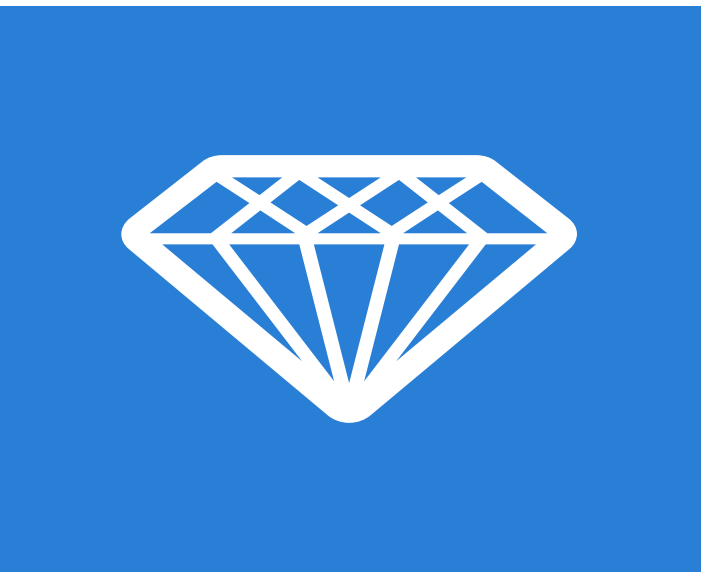






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# The purchasing authorities for each lead.

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## **The contractual buyer**

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# Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?

Expansion

Stress

Under  
control

I have  
more  
than I need



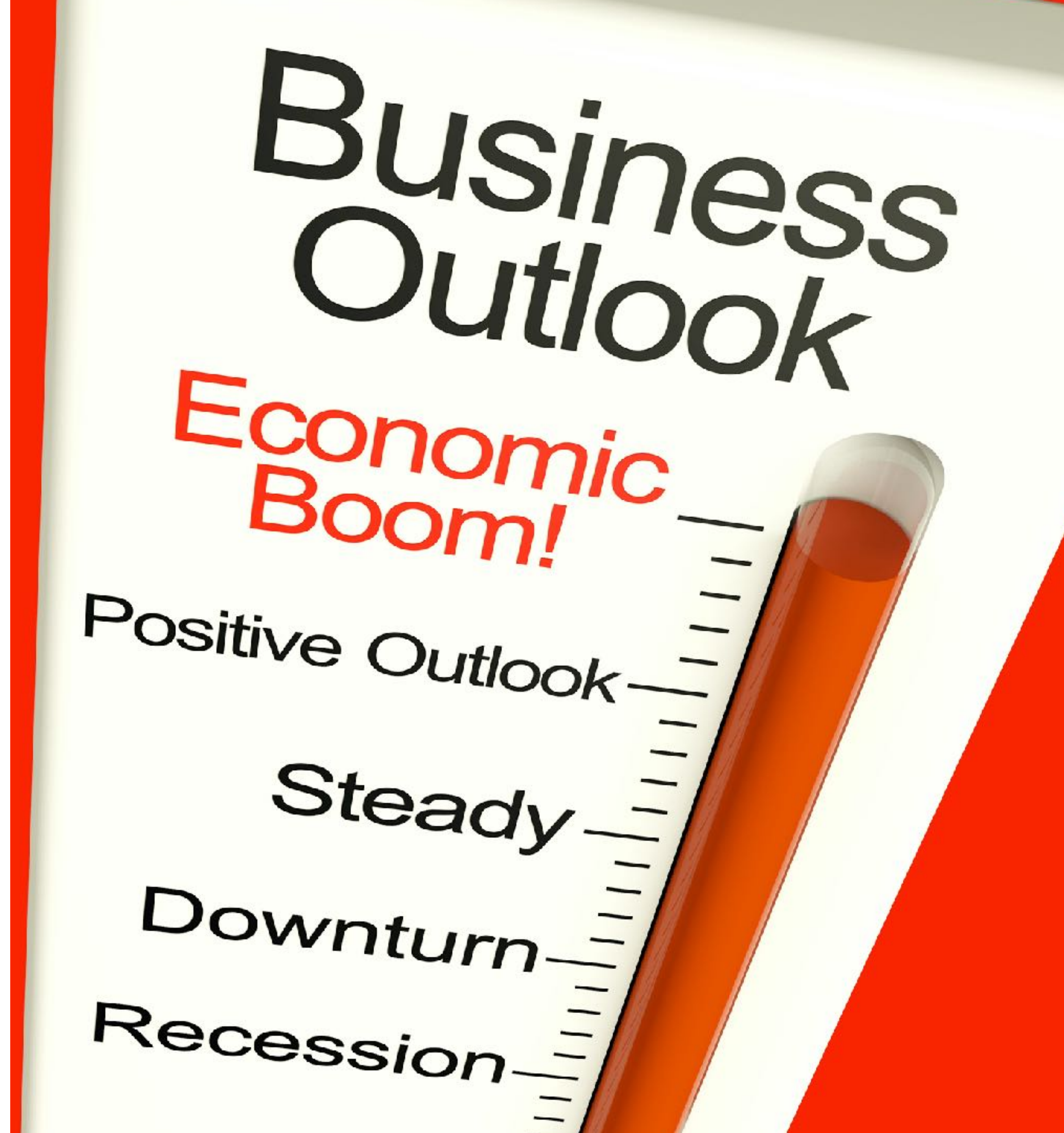


# Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?



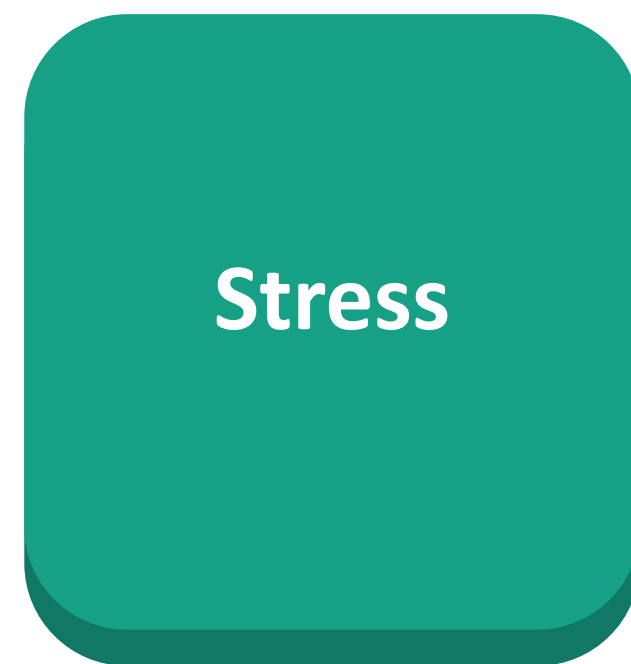
\*\*High probability of making a sale





# Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?



\*\*High probability of making a sale





# Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?

Under  
control

\*\*\*Low probability of making a sale

A man with short brown hair and a beard, wearing a dark suit jacket over a light blue button-down shirt, is smiling and holding a large white sign with both hands. The sign has the text "Everything is under control." written on it in a green, serif font.

**Everything is under control.**



# Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?

I have more than I need

\*\*\*Low probability of making a sale







# Identifying the ideal customer



I succeeded; you  
succeed





**S** **W** **O** **T**



## STRENGTHS

characteristics of your business or products offered that give it an advantage over your competition



## WEAKNESSES

characteristics of your business or products offered that places you at a disadvantage relative to your competition

## OPPORTUNITIES

ways you can leverage your strengths to increase your value proposition over your competition



## THREATS

area of concern you may have as it pertains to your competition or missing information about the customer

# An ideal customer profile.



*For a customer to be ideal, you need to share similar values*



**“There is only one boss.  
The customer.  
And he can fire everybody in the  
company from the chairman on  
down, simply by spending his  
money somewhere else.”**

**-Sam Walton**



# What is the cost of losing a client?

- The rule of thumb was that acquiring a new customer is five times more than retaining a current customer.
- The real cost is the lost revenue for the life of the customer (Customer's Lifetime Value, or CLV.)





# The road to customer excellence.



# **Hire people who have a service attitude**

**You can teach people product  
knowledge, but it's hard to teach  
them to smile.**





# **Nail your first impression**



**There are no second chances to  
make a first impression.**



# **Make the customer's time with you an experience**

**What can I do to make the  
experience with our company  
something to remember.**





**leverage your CRM  
(Personalize your relationship)**

**Use your customer knowledge to  
personalize the relationship and  
marketing activities.**

**C**ustomer  
**R**elationship  
**M**anagement

A hand holding a pen is shown on the right side of the image, appearing to write the letters C, R, and M of the acronym CRM. The letters are large and bold, with a hand-drawn, sketchy texture. The word 'Customer' is written next to the 'C', 'Relationship' next to the 'R', and 'Management' next to the 'M'. The hand is holding a dark pen and is positioned as if it has just finished writing the letters.



**Make the customers an agenda item at every staff meeting**

**Show your team that the customer is the centre of the universe.**





**Be where your  
customers are.**

**This means in-person and online**





**Continually ask yourself how  
you can improve and add value**

**Be ahead of the competition by  
asking what you can do to add  
value to your customer's experience  
with you.**





# Engage your employees to do the right thing

- **27% higher profits**
- **50% higher sales**
- **50% higher customer loyalty levels**
- **38% above-average productivity**

Engaged employees recommend their employers as a place to do business and a place to work.





**The bottom line it cost your company more to give bad service than good service.**





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**Q&A**