



Other-Centered[®] Selling For Contact Centers Overview

Helping reps upsell, cross-sell, &
improve customer experience



Call center reps generally don't want to sell, and customers can't get what they need. It is lose/lose. For most reps selling is seen as manipulative rather than service.

Other-Centered Selling is a workshop that reframes reps' role, helping them see that sales is an essential component to providing amazing customer service.

The 1-day workshop is broken down into five components to streamline learning and receptivity to change.



Module 1: Establishing A Foundation

Unlocking receptivity and helping reps embrace their role starts with a shift in mindset. With an Other-Centered foundation, where sales is a component of service, upselling and cross-selling become easier.

Guiding Principle

A proactive Other-Centered approach to selling is the highest form of service.

Core Elements

Assess the best approach to phone-based selling -

Aggressive, Reactive or Other-Centered

Enhance receptivity by proactively meeting the customer's three levels of needs

1. Stated Needs
2. Unstated Needs
3. Unstated Emotional Needs

Reduce tension in every conversation by Dropping the Rope®

Reference Tools and Job Aids

Self-assessment tool to reveal sales approach

Case studies to demonstrate better service through selling

Module 2: Engage

Reps learn to transition from reacting to each customer request to leading the customer through the consultative process.

Guiding Principle

Customers will allow the agent to lead – only if they know why it is in their best interest.

Core Elements

Build trust and rapport with customers by delivering a natural, unscripted introduction.

Establish a leadership position on the call by learning to communicate an Other-Centered Roadmap.

Engage unreceptive or angry customers who have had a poor experience with the AAA method.

- Acknowledge
- Assure
- Apologize

Reference Tools and Job Aids

Components of an In-Bound Introduction

Examples of an Other-Centered Roadmap

Customized AAA responses

Module 3: Discover

Moving away from being an order-taker, reps must be able to uncover both the stated and unstated needs of each customer.

Guiding Principle

Until we demonstrate that we understand the customer's needs, they will not be receptive to our recommendations.

Core Elements

Take the Trip[®] with the customer to validate their point of view and needs.

Learn the flow and three types of questions to discover perceived needs, unstated needs, and decision drivers.

Develop LEADership skills to enhance receptivity:

- Listening
- Empathetically
- Acknowledging
- Dropping the Rope[®]

Reference Tools and Job Aids

Customized discovery framework and questions to uncover additional services and decision drivers

Customized role-play to practice discovery skills

Hollywood movies to demonstrate effective discovery

Module 4: Build Value

Ensuring that the customer emotionally embraces the rep's recommendation requires an establishment of trust and value.

Guiding Principle

For customers to act, they must first understand how the benefits address their needs.

Core Elements

Develop the three skills of demonstrating value over the phone

Learn how to *effectively deliver* an Other-Centered benefit.

Identify and resolve uncertainty and barriers to commitment with a three-step model.

Reference Tools and Job Aids

Examples of Other-Centered benefits for booking the ticket, upgrading, and partner referrals

Questions to reveal barriers and responses to the most common sales objections

Module 5: Advance

Gaining commitment to the next best step requires clear communication and sincere appreciation.

Guiding Principle

Closing is about timing – not technique.

Core Elements

Recognize when to ask the customer for a commitment

Make and Other-Centered offer that motivates the customer to buy or advance

Reference Tools and Job Aids

Customized Other-Centered offers

Drive Customer Engagement & Sales with Other-Centered® Selling for Contact Centers

The results speak for themselves

22x

Increase in number of meetings

365%

Higher response and click-through rates

44%

Average increase in rep performance

1.5

Months saved per year

1-day workshop broken down into five components to streamline learning and receptivity to change

Module 1:
Establishing a Foundation

Module 2:
Engage

Module 3:
Discover

Module 4:
Build Value

Module 4:
Advance

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Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

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