



# Equipment Edge™ Inside Sales

## Legendary Service at the Counter

### Description

By managing the customer experience through the delivery of exceptional customer service, you can generate additional revenue and set your company apart from competitors.

**Equipment Edge™ Inside Sales** is a unique training program that demonstrates the why and the how of providing legendary service, while behind the counter and on the phone. It gives your team the skills and tools to deliver an exceptional level of service at every rental, parts, and service touchpoint.

Using fun and inspiring activity-based training, your front-line team will learn to better focus on the needs of your customers and drive revenues.

Signature Worldwide's program will help:

- Build consistency in your customer service interactions
- Strengthen relationships with your customers by asking the right questions
- Convert inquiries into sales and rentals
- Identify upselling and other sales opportunities
- Deliver long-term results through a comprehensive reinforcement/sustainment program.

And because Equipment Edge™ is specially designed to change employee behavior and create lasting improvement, employees will also further develop their new skills through post-training coaching and additional on-going training reinforcement options.

### Format

This training is available onsite or via interactive virtual classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

### Who Should Attend?

**Anyone responsible for converting incoming calls or in-person inquiries into rentals or sales, including:**

- Inside Sales Counter Staff (Rental, Parts, and Service)
- Receptionists
- Parts, Rental, Service Managers
- Branch Managers
- General Managers

### Program Outcomes

- Increased sales
- Consistency in service standards
- Increased level of professionalism
- Clear expectations for delivering legendary service
- Greater employee confidence
- Clear differentiation from the competition
- Increased customer satisfaction.

### Next Steps

Please contact us at (800) 398-0518 to discuss scheduling this dynamic training for your organization.



# Training Agenda

## **Introduction**

Welcoming activity and overview of the session.

## **Legendary Service**

Characteristics of exceptional service and ways to create a legendary impression are discussed.

## **What's In It for Everyone**

Review value of delivering legendary service – benefits to the employee, benefits to the customer and benefits to the company.

## **Reality Trip**

Listen to recorded phone calls and identify the customer service skills that were effectively used along with areas of improvement.

## **Calling the Competition**

Make phone calls to competitors and critique the service and sales skills used.

## **Connecting with the Customer**

Ensuring that the interaction starts in a positive and professional manner.

## **Discovering and Gathering Information**

Tips and processes for ensuring understanding of customer's needs.

## **Skill Practice**

Relevant role plays and interactive activities to apply the skills.

## **Delivering Value**

Identify key behaviors for delivering value during customer interactions and setting your organization apart from the competition.

## **Skill Practice**

Relevant role plays and interactive activities to apply the skills.

## **Closing and Selling Strategies**

Identifying additional sales and rental opportunities through upselling and cross-selling. Build techniques for securing the business.

## **Skill Practice**

Relevant role plays and interactive activities to apply the skills.

## **Next Steps**

Discuss the components of Signature's ongoing reinforcement program.