


MODULE ONE

THE FUNDAMENTALS OF A CALL CENTRE



A black and white portrait of a woman with shoulder-length, wavy hair, smiling. She is wearing a dark blazer over a dark top and a beaded necklace. The background is a soft, out-of-focus grey.

“How you think about your customers influences how you respond to them.”

~ **Marilyn Suttle**

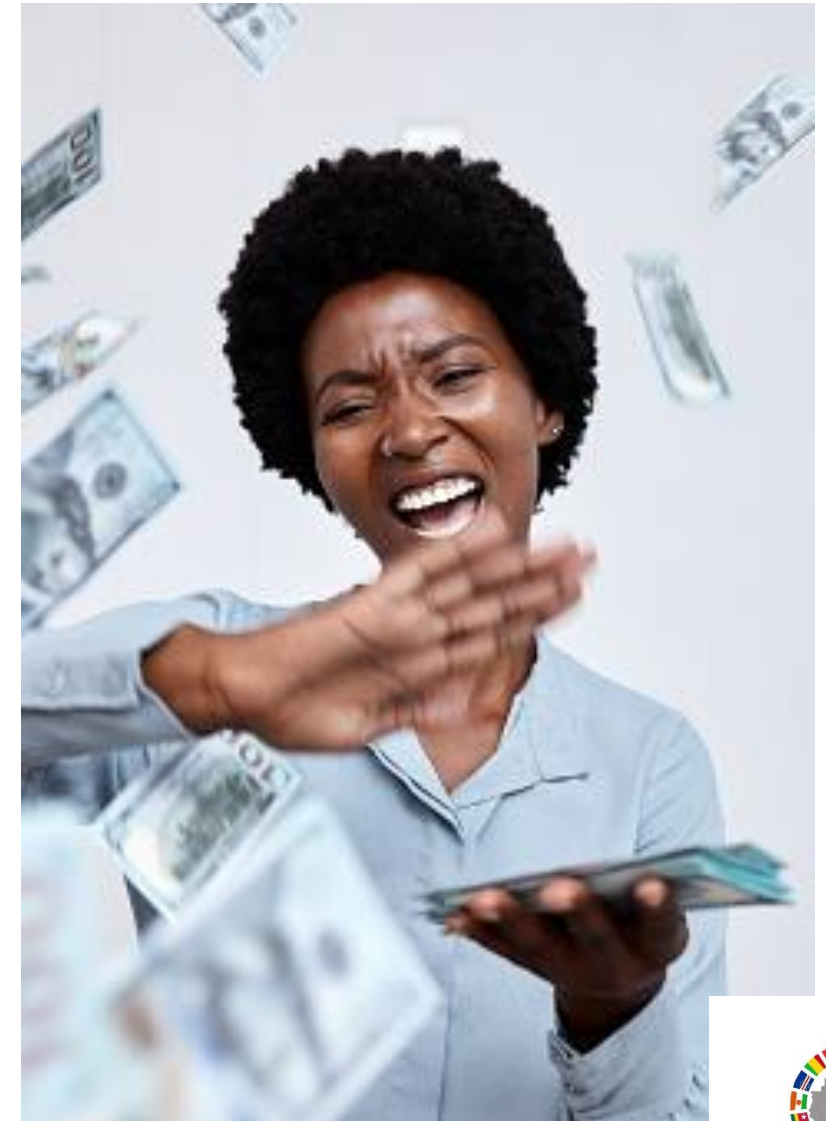
Call Centre representative or effective telesales associates try to identify the **Dominant Buying Motive (DBM)** of the buyer on the other end of the phone. Discovering this takes careful listening skills and the suspension of the idea that people always do things for logical reason.

- ❑ Every call centre agent or telephone sales associate wants to increase productivity and company ROI.
- ❑ The reason people elect to buy is often not a result of logic and planning but rather emotion or felt need.

Defining Buying Motives

What is Dominant Buying Motive (DBM)?

This is the main reason the customer or buyer will select your product over the competition. It is driven by the felt need that your product provides to the customer.





Defining Buying Motives

- Save Time
- Save Money
- Brand Loyalty
- Trust

Establishing A Call Strategy



The advice “**stop talking**” may seem counter intuitive to making a sale, but many call agents/telesales personnel talk excessively and fail to listen to the customer.

- ❑ The problem with constantly talking is that you are unable to truly understand the underlying needs of the customer and may lose the sale.



Prospecting

Prospecting takes into consideration the likelihood that the buyer has the means and the motivation to buy your product.

Ranking potential buyers in a systematic way allows call agents to close more deals and spend their time with customers who are more prepared to make the decision to buy the product.

Example: Debt recovery from customer by agents in the fintech industry.

Call Centre Definition



A call centre is a functional team within the service department that fields incoming and outgoing customer phone calls. Call centers are generally designed to take care of business issues surrounding customers.

Call centre is a division of a business, or a third-party firm representing a business, that conducts inbound and outbound communication with prospects and customers. Small business owners often outsource call center activities to local firms. Though they have several specific business objectives, call centers generally function as either profit or cost centers.

A blurred background image showing three call center agents in profile, wearing headsets. The image is dimmed, and the text 'Inbound Call Centre' is overlaid in the center. There are teal and grey vertical bars on the left and right sides of the image respectively.

Inbound Call Centre



An inbound call centre fields incoming calls from existing customers. **Otherwise referred to as reactive call centre.**

Agents at this type of call centre usually handle many different services, including:

- Inquiries
- Education
- Complaints
- Technical support

A young man with short dark hair is smiling and looking down, wearing a black headset with a microphone. He is wearing a dark blue button-down shirt over a white t-shirt. The background is blurred, showing an office environment. The text "Outbound Call Centre" is overlaid in a white, outlined font.

Outbound Call Centre



Outbound call centre's primary focus is to make calls that reach and attract prospective customers, as well as take feedback from existing customers.

These types of call centres are a great way to expand company outreach and save costs. There are three main responsibilities and services that outbound call centers offer:

- Market research
- Outreach
- Sales and leads

Qualities of a Call Centre Agent

- **Positive Attitude** – Can Do
- **High Emotional Intelligence** - Empathy, patient
- **Active Listening** - Pay wrap attention
- **Be Informed** - knowledgeable about the brand
- **Take Ownership** – Own the process
- **Problem-Solving/Probing Skills** – Timely solution



Increased
Company or
Client Sales



Providing
Customer
Service



Increased
Customer
Retention



Optimal
Resource
Utilization

Business Objectives of a Call Center

Class Activity

What Makes Your Job 100% Successful?

Using the below table, find out which of these potentials make life 100%

- **SKILL**
- **KNOWLEDGE**
- **ATTITUDE**

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26