

## Welcome to A Primer for Reducing Turnover and Increasing Sales in a Call Centre Environment

This seminar recognises the importance of telephony sales skills to the success of any call centre. Many call centre managers and business owners struggle with the age-old problem of turnover and employee attendance.

We will consider strategies that you can actively utilise to increase the amount of sales and customer contacts that you can achieve, whether inbound or outbound in nature. We will explore these strategies with you, and consider how they can translate into real improvements in your profit and loss.

### Target Audience

The seminar is suitable for existing or start-up businesses that rely on call centre activity for business success. It is suitable for team leaders upwards and for L & D specialists in call centre environs that will already have, and may wish to grow a sales/customer contact function in one form or another.

### Seminar Breakdown and Requirements

Each section carries a diverse and interesting number of topics and activities. These sections are:

1. Why a lack of skills costs you money, time and staff
2. Recognising where your hidden losses occur and why
3. Successful steps to minimise loss and maximise profit
4. Considerations of cost versus benefits to your business

### Seminar Duration

The seminar runs for 2 hours

### Business Benefits

- Insight into how this process enhances your business profit
- Why these tried and tested theories work
- Increase your employee engagement with your business activities
- Share tips and tricks with other like minded businesses and employees