



Toister Performance Solutions, Inc.

Case Study: Profiting from a call center up-selling campaign

Project

A large catalog company discounted slow moving merchandise on a weekly basis and asked its sales representatives in five call centers to up-sell these items on each call. Most sales reps lacked fundamental sales skills so the results were generally poor.

Goal: Train sales representatives to up-sell effectively.

Actions

1. **Created job aid.** Developed a one-page flyer that described each specially discounted item for the week. For each item, the flyer described features and benefits, a reference to the item's catalog page, and had a picture. The flyer was updated weekly and distributed to all sales reps.
2. **Displayed product samples.** Displayed samples of each weeks' specially discounted items in the call center so sales reps could examine them.
3. **Conducted sales training.** Trained all sales reps to use features and benefits to sell the discounted items. Sales reps learned how to identify buyer preferences during each call and select an item to offer that was closest to the customer's interests. Sales reps also learned how to use the job aid (one-page flyer) to help them easily construct sales pitches.

Results

This initiative generated over \$1 million in revenue during the first year.