

Sample Workshop Overview

Outside - In

The Client Sales Experience

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Part 1:

- ❖ 'Outside-In' - the Customer Sales Experience
- ❖ Empathy & Understanding our customer

Part 2:

- ❖ 'Redefining' - the Customer Sales Experience
- ❖ Personal Selling & the Sales Process

Part 3:

- ❖ 'Prospecting, Qualifying, & Handling Objections

Part 4:

- ❖ 'Call Centre & Telephone Strategies' – for everyone!
- ❖ Review and Wrap-up

Customer experience is a manifestation of your organization. If your company is product-centric, then you will offer a functional customer experience. If your company is customer-centric, then you will offer an interactive customer experience. Changing the customer experience means reorienting your company's business strategy in a way that translates to customer loyalty and retention gains.

- Colin Shaw and John Ivens, 2011

...experiences are a distinct economic offering, as different from services as services are from goods.

- Joseph Pine and James Gilmore (1998)

Personalize with Precision

Leading hospitality and leisure companies will emphasize an approach that reflects a deep understanding of consumers in the products they sell... Leading companies will personalize for segments of one.

- Marvin Erdly and Lynn Kesterson-Townes (2003)

Many organizations address the client from the “Inside-Out”...this is a “push” approach rather than a “pull”

Outside in culture

Description:

- ❖ The first considerations are client requirements and how they can be implemented

Great client experiences are *revenue generating* and can significantly *reduce costs*

❖ Increased Loyalty

...This is achieved by increasing the client's emotional attachment...a great client experience addresses the client's logical and emotional needs

❖ Improved client retention

❖ ...Going back to our bamboo bike example, if you were looking for a sustainable bicycle, your logical and emotional needs could be met and likely exceeded

Nothing is as effective in getting sales as well-executed **personal selling**. It is much harder to say “no” to a personal presentation than to an impersonally communicated message in an advertisement, sales promotion, or website.

- Allistar Morrison, 2010

Problem-Solving / Consultative / Collaborative Sales

Assumes every customer's needs are unique

The Salesperson is viewed as an expert and serves as a consultant

Identify the prospects' needs and recommends the best solution

Even in the Call Centre...

or whenever on the phone

This is still about personalized selling

- Use the same consultative approach we've learned
 - work to Build Trust
 - ie: remember people's names
 - try to understand their points of view and feelings

Questions?

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