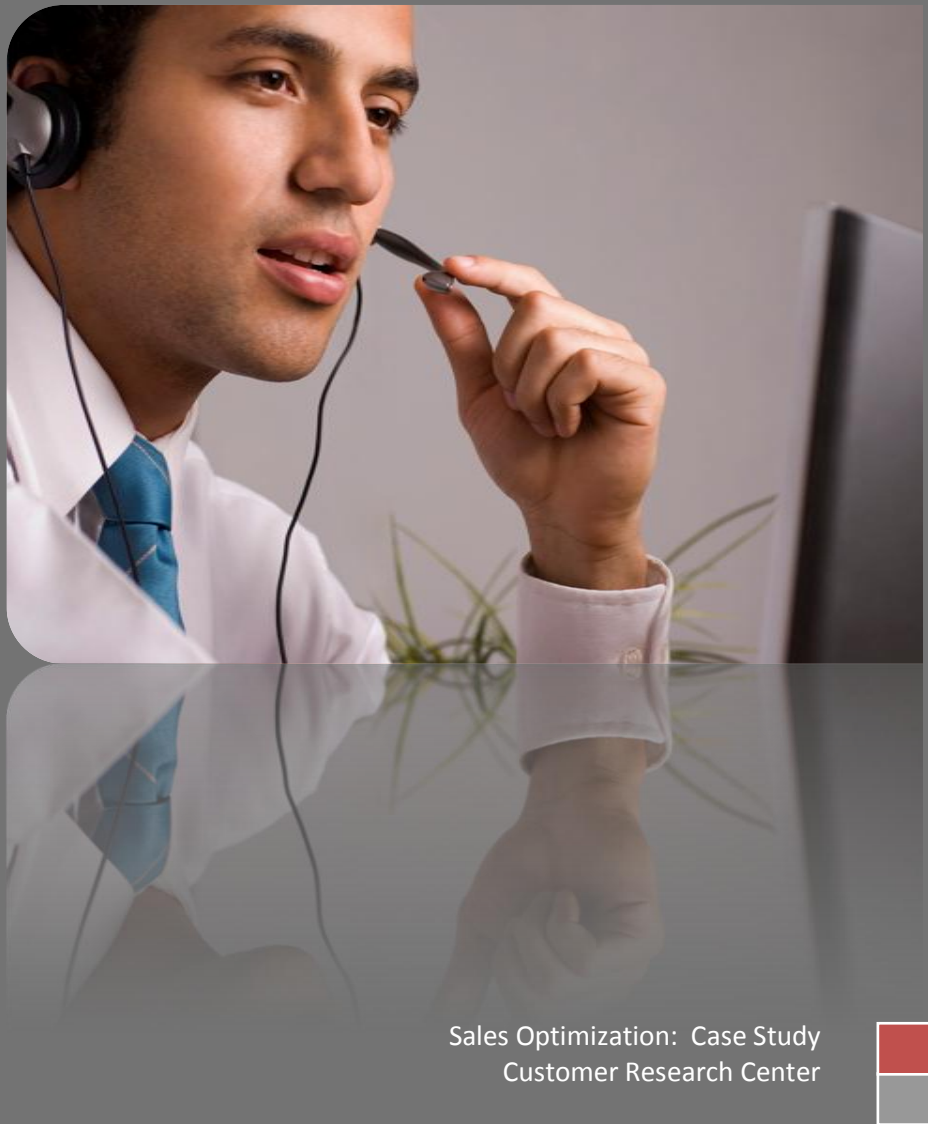


2008

# Extraordinary Sales

Contact center sales training.

A major association wanted to train its call center service representatives to help members understand the broad range of products available and guide them through the buying process.



Sales Optimization: Case Study  
Customer Research Center



The association membership had an excellent history of service to its members and a deep understanding of the products that were in demand. The group wanted to leverage this understanding of customer need and product features to engage members in a broader discussion of new products and additional services. This required converting primarily service oriented staff to conduct soft sales. Customer Research Center partners helped design, pilot, and institute a highly successful training program. The results exceeded expectations and allowed the membership group to take on an expanded role in the marketing process and support the growth of new sales to existing clients.

# Customer Research Center

Experts in  
sales process  
optimization.

**“In less than six months we were able to train our service representatives to engage members in conversations about our affinity products. These touch-points allowed us to sell \$10MM of complimentary insurance products.”**

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