

Another premier consulting program by
Fans Created

(800) 433-1541 | www.fanscreated.com

Sales and Service
SSRP
Results Program

Let us help you create fans today with our Sales and Service Results Program!

Your organization is unique, therefore the approach we take in developing and implementing your sales and service culture will be unique as well. Experience proves that throwing one “solution” into the mix and hoping to achieve successful results doesn’t work. We believe in taking a systematic and strategic approach in building your culture in a way that makes sense for your organization.

A Process, Not an Event

The development of a successful sales and service cultural evolution is not an overnight event. It is a process that takes time to develop and nurture and involves more than just changes on paper. Success is only realized when behaviors change. Our program facilitates change at every level of the organization and involves many components to ensure success.

One Focus, Many Components

The following components are designed to work in concert with each other. Some will take more time than others, but your customized timeline will be developed to ensure each component is properly developed and implemented to achieve maximum results.

Strategic Focus and Existing Sales and Service Assessment

This initial phase bridges the gap between where you are today and where you need to go. Here specific program goals will be identified and the overall strategy and timeline will be developed.

- Review of existing strategic plan
- Review of existing sales/service initiatives
- Program goal setting/benchmark development
- Program theme identification

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evolving customers
into rock star
groupies

creating a
culture of
internal fans.

Human Resources Integration

While one component is not more important than the other, the Human Resources Integration component is vital to your program's success. Changing a culture requires the buy-in and commitment of all involved.

- Organizational chart review, recommendations, and enhancements
- Complete job description review, recommendations, and enhancements
- Incentive program development and implementation
- Performance evaluation review, recommendations, and enhancements
- Staff observation and coaching form implementation
- Service standards development
- Sales position recruiting standards implementation

Staff Educational Training Modules

A successful sales and service program drives changes at every level, and with every employee, therefore our program has training modules for each and every position within your company. Depending on certain positions, some staff members will go through most modules, while others will go through only a couple. We will design your training schedule together to ensure the right staff members get the right training.

- Basic Sales: Effective Selling Skills (sales staff)
- Effective Referral Selling (sales support staff)
- Fan Service: Outstanding Service Skills (all staff)
- Sales Profiling: Understanding Consumer Demographics (sales staff)
- Coaching the Sales and Service Process (all management)

Tracking and Core Systems Review and Recommendations

Developing people and processes without enhancing tracking mechanisms and technology doesn't make much sense – and will impede your efforts. We will review your existing tracking and core system and make formal recommendations on what changes, if any, will be needed to make your sales and service culture successful.

Ongoing Program Monitoring

During the evolution process we constantly review where we are in relation to the overall program goals and objectives. We do this by carefully monitoring training feedback, coaching observation forms, and staff performance to ensure each component we are implementing is being successfully integrated. If change is required we take one simple step: we alter our approach. This flexibility and commitment to your success is what makes our program stand-out.

Why Partner with Fans Created?

Retaining expertise and experience is important, and partnering with a quality consultant who is as committed as you are spells success from the outset. Fans Created brings all of these important traits to the table, and to the relationship.

- We will not outsource key components to other consultants. Many do.
- Your staff receives top-notch quality facilitation during each training session. They will actually look forward to training!
- We have the experience you need to successfully evolve your culture. We don't believe in "faking it."
- When results matter, why not partner with the best?