SALES CONSULTANT
SUCCESS PROFILE

Essential Job Responsibilities

The Sales Consultant is a call center position assigned to handle in-bound phone calls for either new member registration or member retention. Consultants are required to be on the phone for seven and a quarter hours each day helping to retain and support current members and selling ___ services to prospective members. The specific responsibilities for each position are shown below, followed by responsibilities that are common to both positions.

New Member Registration

- Using prepared scripts, determine the caller's interests, answer questions, present ___ features and benefits in a compelling way, and sign up the caller as a new member.
- Initiate "trial closes" within the sales process.
- Assist the new member in setting up their account including selection of screen names, passwords, and billing options.
- Educate the new member on how to tailor the service to their specific interests.
- Present the value of ___ based on prospective members' needs; ensure that the new member understands and agrees to the terms of service and financial requirements.
- Present the member with an opportunity to learn about other services being offered and transfer the call to the appropriate service provider (i.e., Smart Transfer).
- For calls received that are not specific to new member registration, determine where the call should be routed and transfer the call. However, before transferring, identify opportunities to provide the member with new or additional services and present them to the member.

Member Retention

- Using the Member Connect process, determine and resolve the member's problems or issues and retain their account; follow the recommended Member Connect call flow: Positive Greeting, Discovery, Solution, Offer, Resolve Concerns & Overcome Objections, Close & Motivate.
- Ensure that member is satisfied and understands the value of maintaining ___ service.
- Prior to ending call, review changes made to the account and member's obligations.

Common Responsibilities

- Show up for work on time and take calls when scheduled.
- Meet specified performance targets for the position (i.e., number of sales or saves, quality of sale or save, time on call, attendance, and other sales metrics).
- Verify each caller's identity and safeguard the confidentiality of members' account information.
- Clearly and politely communicate with all callers on the telephone.
- Provide exceptional customer service by listening intently to the customer and speaking with empathy and concern.
- Speak with customers in a calm, enthusiastic, and friendly tone of voice.
- Maintain control of calls by asking questions, directing the conversation, and focusing on registering or retaining the customer.
- Explain technical features using language that can be understood by the member (i.e., use layman's terms rather than technical jargon).
- Take notes and log transaction details on every call.
- Ensure script and tool compliance; utilize diagnostic tools (e.g., Retention Buddy) to troubleshoot members' problems and obtain a plausible solution.
- Participate in daily or weekly crew brief meetings.

Experience, Skills, and Education Required

- Minimum six months sales experience, one year of telemarketing preferred
- Demonstrated ability to make sales quota month after month
- Call center experience preferred
- Customer service experience preferred
- Ability to follow a sales and service script and call flow (i.e., stay focused on message to register or retain a customer)
- Successful, stable job history with good attendance record
- Clear, understandable speaking voice
- Able to follow instructions and work under close supervision in a structured environment
- Able to sit at a desk and be on the phone for over seven hours per day and handle repetitive work
- Able to work any shift
- PC literate (i.e., able to open and close programs and navigate around the computer and Internet)
- High school diploma

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Key Competencies

Cares for Customers and ___

- Acts with integrity—is honest in interactions with members.
- Proactively solicits information about customers' needs and priorities.
- Mentors teammates—shares successful practices with coworkers, updates teammates on policy changes and new information, and assists teammates with their questions; is team-oriented.
- Is always willing to pitch in and help (e.g., new tests or pilots).
- Demonstrates "big-picture thinking"—understands that change is made not for "change's sake" but for the betterment of the organization.
- Treats members, potential members, and coworkers with respect and dignity.
- Understands the business and how interaction with members affects the bottom line.
- Is committed to the company.
- Knows ___ content and is able to articulate how ___ meets customers' unique needs (i.e., builds ___ value).
- Has the desire to alleviate customers' problems and to help customers find solutions; has the desire to provide quality service to members (i.e., "put the member first").
- Helps members understand and teaches them to use the ___ service.

Communicates Effectively

- Is courteous and professional on the phone; does not use slang.
- Actively listens to members and potential members; rarely needs to ask callers to repeat themselves; clarifies and restates spoken information to ensure accurate understanding of the caller's message.
- Uses friendly, enthusiastic tone of voice to quickly establish rapport with members and potential members.
- Uses compelling sales language, trial closes, and positive reinforcement of ___ value proposition to register and save members.
- Displays concern and care for callers in voice (e.g., I understand, I apologize).
- Explains technical solution in a way that member understands; adjusts message based upon the caller's level of technical knowledge.
- Maintains call control—assertively gathers specific information and guides the call.
- Networks with coworkers to obtain information on policy changes and updates, company communications, etc.

- Remains focused on member's or potential member's main need or concern and does not get sidetracked by questions or nonessential information presented by the caller; is able to pick up the call flow where they left off.

Demonstrates Agility/ Flexibility

- Handles changes to policies and procedures on a daily basis; learns and quickly applies new information to member needs.
- Accepts feedback from coach and willingly tries suggested improvement strategies.
- "Rolls with the changes;" is willing to try new tools and techniques.
- Is able to adapt and work effectively with people from diverse backgrounds (e.g., cultural, ethnic, gender, age).

Goal Orientation

- Understands sales, retention, quality, and performance goals and incentive program; develops personal action plan to exceed goals and constantly evaluates results against plan.
- Views job as a career; is interested in advancement opportunities and long-term success.
- Sets goals everyday and works toward achieving those goals (e.g., will work additional hours if possible in order to earn more money).
- Goes above and beyond to achieve strong results (e.g., arrives to work early in order to check the previous day's "stats" and identify areas for improvement).
- Is highly competitive—tracks own performance against others in call center and against other call centers; wants to be at the "top of the queue."

Positive Attitude

- Maintains a positive attitude when faced with constant changes in policies and procedures; looks for the rationale/benefit to the organization rather than complaining.
- Is resilient—maintains emotional composure and focuses on registering or retaining the member, even when handling an irate customer; does not take calls personally.
- Bounces back after working with an angry customer or being rejected; approaches each call with a fresh and enthusiastic attitude.
- Accepts and uses constructive feedback from coaches constructively.
- Works effectively under pressure and maintains effective interactions with others under stressful working conditions (i.e., loud, fast-paced environment).

Prospecting

- Quickly grasps information from technology/systems on details of the account; is perceptive, sees patterns (i.e., member has not used service in two months; several screen names may indicate that the member has children).

- Probes the customer to determine their hot buttons (i.e., why they want to cancel, what they plan to use the service for).
- Based upon identified needs, selects the appropriate content areas to demonstrate the benefits of ___ to the member or potential member.
- Looks for opportunities to sell additional services (i.e., gift membership, call alert, antivirus protection).
- Retains information and is able to quickly apply that information to future calls.

Salesmanship

- Can convince member that they need ___; sells the value.
- Gains commitment from customer to register for or retain ___ service.
- Continues to sell even if the initial customer response is "No"; asks more questions to understand caller's needs and attempts to sign or save the account.
- Is creative and thinks quickly in order to respond effectively to customers' objections; can hear three or four objections and still continue to sell; always tries to close at least one more time.
- Stays focused on signing and retaining accounts throughout the day even after multiple rejections.
- Recognizes when the sale is not reasonably attainable and moves to end the call; considers call time required versus potential gain.

Self Discipline/Time Management

- Is dependable, can be counted on to show up and take calls when scheduled.
- Is reliable and accountable for completing work activities.
- Pre-plans vacation time versus using up vacation time as it accrues.
- Multitasks—while on the phone with a customer, navigates through ___ diagnostic programs, researches problem in eSource or other company communications, reads member's account history, records current transaction, communicates with coworkers via chat room or IM.
- Remains focused on customers' calls; does not become distracted by coworkers, busy environment, personal IMs, etc.
- Balances member interaction with the need to achieve ___ productivity standards.
- Can handle repetition and redundancy.
- Follows scripts and guidelines on every call; for example, sticks to the Member Connect call flow as follows:
  1. Positive Greeting
  2. Discovery
  3. Solution
  4. Offer

5. Resolve Concerns & Overcome Objections
6. Close & Motivate

Self Motivation

- Keeps track of "stats" and improves them without waiting for coach's guidance (i.e., "coaches self"); is aware of "stats" but is more concerned with how calls are handled (i.e., is not obsessed with the numbers).
- Is motivated by incentive-based work (e.g., bonus for every Smart Transfer); works to attain bonuses and earn more money.
- Proactively seeks ways to upgrade skills and improve performance (e.g., listens to other successful consultants).
- Proactively stays abreast of policy changes and new information by reading eSource, checking e-mail communications daily, and asking coworkers; communicates new procedures to coworkers.