

▶ ENHANCED SALES TRAINING

Connect the five steps of sales to drive stronger, lasting performance.

The Afni team took a deep dive into the training curriculum for our top-performing sales programs across our global footprint to understand why certain sales programs were consistently performing better than others. We found the best programs provide their agents with more than just expert product-knowledge and promotions. They train them to connect.

The Opportunity

To continually increase value for our clients, Afni proactively seeks improvements in all areas of our business. While widely recognized by our clients for exceptional contact center sales performance, we launched a strategic initiative to “raise the bar” even further. Afni’s Connect Five sales fundamentals training was brought to life.

Connect Five training is a five-step approach that goes beyond mainstream selling techniques to educate agents on human connection. Structured classroom exercises help agents discover their own sales personality and how it aligns with various customer-buying styles. From there, agents learn the most effective tactics for conversational probing, active listening, fine-tuned transition and closing techniques that best align with customer-buying signal.

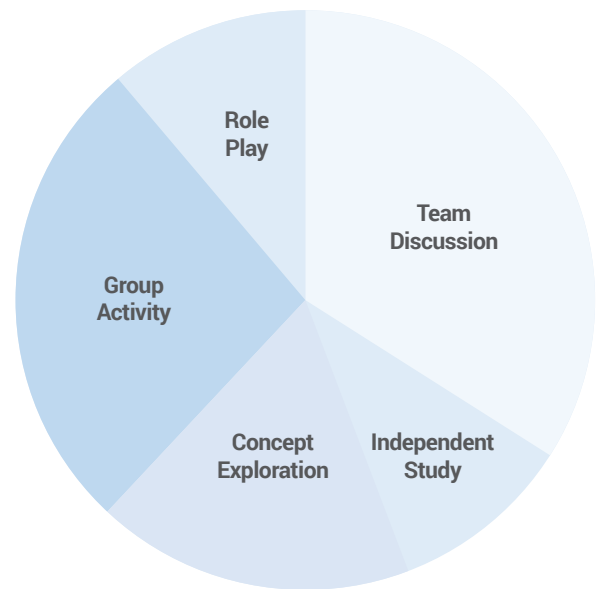


CONNECT FIVE

The Solution

Over the course of a year, multiple proof-of-concept pilots were conducted on three client sales programs: two inbound voice programs and one chat engagement program. In addition, the training was completed with multiple groups, consisting of a mix of both new hires and tenured agents of varying performance levels. All coaches and managers participated in the training and joined the same classroom sessions with agents, setting a strong foundation for reinforcement on the production floor.

Agent focus groups and post-training surveys indicate that 79% of trainees strongly prefer learning through hands-on practice versus watching, reading, online, or lecture-based sessions. Connect Five was specifically designed with this in mind as a highly engaging and interactive experience. The classroom training was 15 hours in total, with the majority of time spent on team discussions, concept exploration, activities, and in “role play” sessions.



Real Results

Most importantly, the resulting conversion lift directly translated to significant increases in customer-generated revenue for our clients.

New Hires. The impact was measured across their first 12 weeks in production and compared to the control group who didn't complete the training. Impressive results emerged with a 44% increase in sales per hour on the inbound voice program and a 10% improvement in the sales chat program.

Tenure Agents. Low- to mid-performing agents who completed the training saw an average 18% improvement in sales performance, which was sustained with ongoing coaching over the full pilot period.

Following the training, all agents were surveyed for input on their experience. Feedback was overwhelmingly positive:

- 92% indicated they learned new skills beneficial for their job performance
- 94% gave the highest rating for content, training approach, and classroom delivery

Channel: Inbound Voice & Chat

Solution: Sales

Industry: Telecommunications

Location: Tucson, AZ and Opelika, AL



About Afni

Afni provides customer engagement solutions at each step in the customer journey. Our performance, consultative approach, and industry expertise have earned the trust and partnership of many of the world's leading brands. We're a mid-sized BPO with the ability to scale to your needs, plus the flexibility to deliver real results quickly. Customer growth, care & retention, consumer collection, insurance subrogation, and more.

Start a conversation with us to learn more.