

This report from Best Practices LLC's Global Benchmarking Council looks at how various companies are driving sales through customer service. Follow the directions on the next page to access the report.

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— **Editor**
Customer Service Newsletter
www.CustomerServiceGroup.com

Driving Sales Through Customer Service Meeting Proceedings

Industries Profiled: Telecommunications; Retail; Manufacturing; Financial Services

Companies Profiled: Sprint; Lands' End; Federated Department Stores; Dow Corning; Wachovia

This 38-page document includes two- to three-page summaries from speaker presentations delivered at the second quarter 2004 meeting of the Global Benchmarking Council on Driving Sales Through Customer Service. Global Benchmarking Council members, speakers, and guests shared success stories and best practices in transitioning contact centers from pure inbound service/technical support centers or outbound telemarketing centers into blended service and sales contact centers. Speakers discussed the leadership and change management required to make such a transition, as well as the stepwise process best-in-class companies use to gain corporate buy-in, momentum, and resources for the transformation. They also discussed the following: skills necessary for selling in a service environment; identifying/recruiting, training, and managing the performance of blended sales reps; as well as key performance indicators. Roundtable discussions focused on the following topics as they related to the transition from service to sales topic: 1) Leadership and Change Management; 2) Metrics and Incentives; and 3) Process and Technology Innovations. Summaries include anecdotes, lessons learned, select slides, quotes, group findings, insights, key take-aways, and attendee-recommended resources.

The Driving Sales Through Customer Service Meeting Proceedings is document number 4625. To download your copy, please follow the steps outlined below:

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