

B2B Sales: Nurturing Relationships



Customers select channels that suit their lifestyles and expect a consistently good experience when they navigate those channels. Failing to meet expectations leads to churn, reduced sales, and increased costs to service customers' needs.

In the world of B2B sales, customer experience is everything. While products and price are two key factors that drive consumers to make a purchase, recent studies have shown that a business' revenue evolution is highly correlated with the level of customer service.

Understanding customer needs and wants is essential for businesses to engage better with B2B buyers. Buyer decisions are dependent on the level of relationship with a sales representative, as consumer buying behavior can be greatly affected by the quality of interactions they experience with representatives.



of B2B customers stop buying after a bad interaction*



of B2B customers purchased more after a good customer experience*

* Salesforce

At Teleperformance, we believe that the first step is hiring highly skilled sales representatives with customer relationship experience. We developed a proprietary methodology to hire the best sales representatives using a proprietary statistical model called Ontarget Recruiting Score. This allows us to identify the best key qualifiers of potential sales representatives and calculate the probability per candidate for sales.

Once the right candidates have been selected, our sales representatives undergo meticulous sales training through our B2B Account Management Training Plan.

This aligns sales representatives with Teleperformance's culture and with the client's values, and teaches sales techniques to deliver sales results. Stellar representatives can soon qualify for JUMP!, a development program that aims to produce a management team with extensive knowledge and experience in B2B sales.

With decades of experience in implementing sales programs, we have developed B2B processes and created management methodologies to optimize results in our sales programs.

B2B Partnership Model

Our B2B Partnership Model requires sales representatives to be informed and be aligned with the client's strategies, products, and aligned with services to provide a consultative sales approach.

The Teleperformance B2B Account Management Solution is an innovative way to nurture strong relationships with B2B customers

- Highly skilled sales reps with relationship experience
- Processes and management methodology for customized sales
- Sales culture focused on customer proximity
- Best-in-class tools to support contextualized sales
- Strategic solutions to better understand customer needs

To understand whom to target within each business, our B2B account management teams use client segmentation where each sales representative has a fixed client portfolio. We have an audit process and a differentiated structure for B2B sales. We have two levels of sales verification: real time, done by supervisors; and daily, done in-depth by sales auditor teams. Our sales auditor analyzes voice recordings and data captured within transactions to check for compliance. This process helps develop the right ethical sales behavior among representatives and provides accountability across agents and support groups for sales best practices. Our management methodologies have optimized results in our sales programs.

BEST

BEST (Baseline Enterprise Standards for Teleperformance) is a group of guidelines that lists standards and best practices based on our worldwide experience to ensure consistency and a high performance in our operations all over the world.

TOPS

TOPS (Teleperformance Operational Processes and Standards) is a world class coaching, problem-solving approach, and representative-development methodology.

Building customer relationships in a B2B setting requires sales representatives to be immersed in a sales culture that focuses on customer experience. This is why we have created a fun, high-energy atmosphere and a competitive environment in our sales programs.

- **Motivational campaigns** to constantly drive our agents to succeed
- **Bonus policies** to recognize hard work and inspire everyone to exceed sales results
- **Integrated communication channels** to listen to and understand our employees

Our best-in-class tools play an integral part in supporting our representatives:



Teleperformance Client is an omnichannel platform that implements any kind of contact flow and customer segmentation.

Teleperformance CCMS (Contact Center Management) is our centralized repository for representatives' personal information, including performance at every level

Security

Security is a top priority for us, especially in a sales program wherein sales representatives have access to credit card numbers and other information. Our Teleperformance Observer is a proprietary tool designed to analyze an agent's activity on a client's system, tracking any process deviation that can be a fraud attempt.

We create an end-to-end sales solution to find the right people, in the right place, at the right moment to rapidly convert buyers into customers, improving your sales results.

Each \$1.00 Invested with Teleperformance could result in over \$3.00 of incremental partner profit.



Choosing Teleperformance can give businesses an enormous advantage through tailored business solutions and operational models that truly work. Our intensive B2B Account Management Solution can boost sales performance by aligning our representatives with client strategies and goals. By covering different stages of pre- and after sales for B2B customers in different channels, sales and profits can be maximized. Our decades of experience covering B2B sales in almost every region allows us to have a wider perspective, providing businesses with the right strategies that inspire positive results, increase sales, and most importantly, form strong and lasting partnerships with B2B customers.

***Give your consumers the omnichannel experience they expect.
Schedule a visit to one of our showrooms today!***

Applying our partnership model for one of the biggest brands in the brewers and beverages market, we were able to boost their sales results.

Some of our B2B clients' sales programs realized a **30% increase** in the number of logos placing orders while the average number of hourly orders placed per representative **increased by 80%.**



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