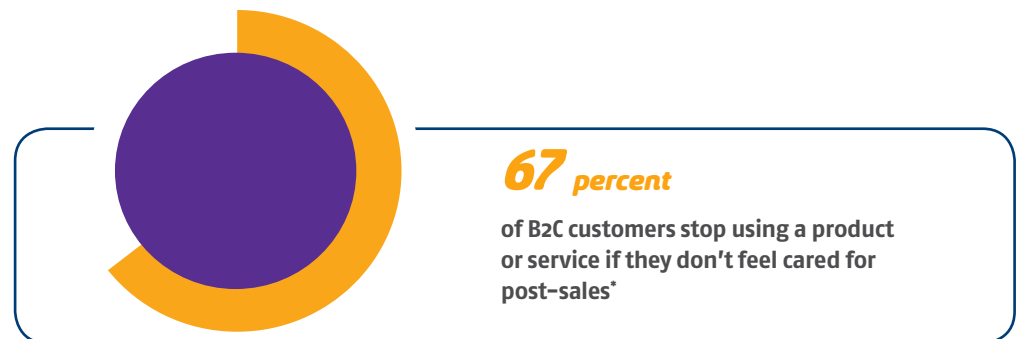


Teleperformance: B2C Sales Strategies That Truly Work

Maximizing sales results starts with B2C companies ensuring an exceptional experience for their customers.

Sales representatives who are capable of providing strategic product information are most likely to close a sale after a great customer interaction. Studies conducted by sales specialists show that 67 percent of B2C customers stop using a product or service if they don't feel cared for post-sales, which is a big factor for companies who conduct aftersales offers.



* Crazyegg

At Teleperformance, we have developed a complete B2C sales framework which allows businesses to hit their sales targets.

In our sales framework, we take a number of steps to ensure the best possible people in every program:

1. Hire the right people.

a. We look for sales representatives who have a sales mindset, the passion to find the right solution for the customer, and exceptional communication skills.

2. Training

a. Candidates are then tapped to undergo intensive sales training, which focuses on theory (20 percent) and practice (80 percent).

b. These sales trainings are continuous, and our sales representatives consistently receive feedback in order for them to improve skills and polish their sales techniques.

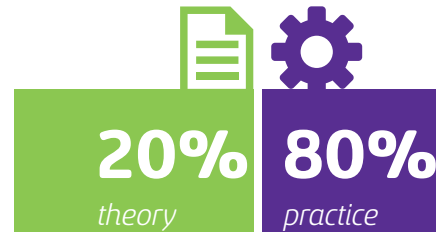
3. Opportunities for Advancement

a. Our JUMP! Program grooms outstanding sales representatives who are on their way towards securing management positions.

A real-time sales verification process has also been added to our sales framework. This process helps our sales teams comply with the client's regulations, policies, and standards.

Our sales representatives are immersed in a passionate yet fun environment. The sales culture can be challenging, but at Teleperformance, we keep it upbeat, and depend heavily on efficient communication, motivation, and inspiration.

Teleperformance Sales Academy



Sales representatives who excel are given bonuses, and motivation is given fully during power hours. To help our sales teams make the most of their work hours, our sales programs use an omnichannel platform that allows them to communicate effectively. Productivity is raised through interactions using voice and digital channels. The Teleperformance CCMS (Contact Center Management) tracks our sales teams' performance at every level. The Teleperformance sales environment also requires 24/7 security, as customers need to feel protected with every sale. Our security management methodologies allow us to anticipate fraud, and our Teleperformance Observer tracks and reports process deviations that can lead to fraud attempts.

Strategic sales solutions such as customer journey mapping and analytics have long helped sales teams determine key sales points and issues. These solutions have made sales programs cost-effective and have led to a higher conversion rate and retention. OnTarget, a Teleperformance sales operational model, identifies predictors and projects individual scores that can lead to a sale.

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.



Teleperformance has developed

BEST

BEST as a guide that ensures consistency for our sales representatives all over the world.

TOPS

TOPS to allow sales representatives to receive world-class coaching.

Teleperformance is the worldwide leader in omnichannel customer experience management. Contact us today to learn more.