

White Paper

B2B Sales: Finding the Right Solution



Business to Business (B2B) sales and relationships are as important as ever. Within the B2B sales environment, the pressure on companies to both ensure that current customers are satisfied and to win new customers, is as strong as ever. Everyone is looking for the right strategy to increase purchases while at the same time limiting costs and ensuring customer satisfaction.

One way for companies making B2B sales to differentiate themselves is to ensure a high level of customer experience delivered by exceptional sales representatives. Whether a customer believes they had a good experience or not can actually have a significant impact on sales. According to one piece of research, 66 percent of B2B customers will stop buying from a company if they have a bad interaction. On the other hand, 62 percent of

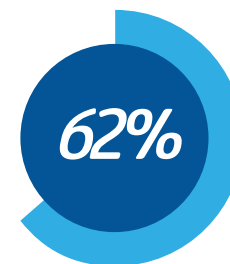
B2B customers purchased more after a good customer experience.

Teleperformance, the worldwide leader in customer experience management, has developed and implemented strong sales programs all over the world based on our exceptional processes and tools. We know that building strong relationships is essential for B2B sales. We have developed a complete framework to help companies ensure that they have an edge in these increasingly competitive times.

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of B2B customers stop buying after a bad interaction*



of B2B customers purchased more after a good customer experience*

* Salesforce

B2B: The Competition is Fierce

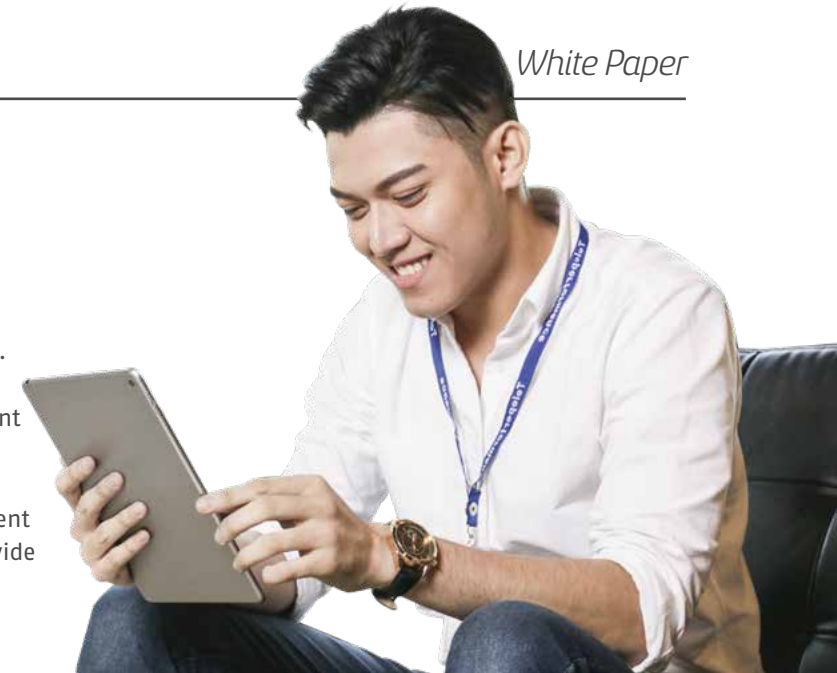
In the world of B2B sales, customer experience is everything. While products and price are two key factors that drive consumers to make a purchase, recent studies have shown that a business' revenue evolution is highly correlated with the level of customer service. But what can help improve customer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

The first step that any sales operation must undertake is to hire the right people. An exceptional team that understands how to create better customer experiences in order to sell more is important. Determining the type of individuals that should be part of a specific team can remain a challenge. Each sales operation is different and requires an in-depth understanding of the skills that

are necessary for the individual operation to succeed. Planning and executing the right hiring strategy is essential.

In addition to hiring challenges, companies must also examine their own selling trends as compared to their industry at large, in order to understand what they can do within their own operations to increase sales and return on investment. Companies are also looking to target sales operations at those who are more inclined to make purchases. Such understanding requires the use of Big Data. Studying patterns and trends, based on data that many companies collect on a regular basis, can help streamline operations and allow them to make more targeted sales, thus driving increased revenue.

All of this requires the right goals, standards, and culture. Ensuring the implementation of an exceptional management methodology helps, as well. Applying a one-size-fits-all approach to managing different sales operations will not provide optimal results.



To improve customer experience in a sales environment you need to:

1. Hire the right people. A team that understands how to create better customer experiences in order to sell more is important.
2. Companies must examine their own selling trends as compared to their industry at large, in order to understand what they can do within their own operations to increase sales and return on investment.

The Teleperformance B2B Solution

Teleperformance is the worldwide leader in customer experience management. We have extensive experience in B2B sales in numerous sectors, throughout the world. Our more than 70 sales programs support more than 50 clients, across 20 sectors, in more than 30 countries. We have a complete B2B sales Account Management Solution that 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 B2B Account Management Solution is based on the following:

- 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

The Right people

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



The Right Training

But hiring the right people is never enough. Training is essential to make sure that new hires are completely aligned with the sales program, as well as the client's and Teleperformance's culture. So, 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.

Training does not stop after the initial effort, however. In fact, there is continuous training that takes place, which is based on feedback received from the business monitoring team. Our B2B Partnership Model requires sales representatives to constantly be informed and aligned with the client's strategies, products, and services to provide a consultative sales approach.

In addition to this, at Teleperformance, we try to ensure that the best, most knowledgeable sales representatives have opportunities for advancement. Exceptional representatives can soon qualify for JUMP! Such an effort ensures that our sales teams are led by managers with deep experience.



JUMP!, a development program that aims to produce a management team with extensive knowledge and experience in B2B sales.



Efficient Sales Methodologies

Teleperformance believes that having efficient sales methodologies is essential to streamlining the sales process. 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. Therefore, we developed management methodologies to optimize results in our sales programs:



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

Creating the Best Sales Culture

Building customer relationships in a B2B setting requires sales representatives to be immersed in a sales culture that focuses on customer experience. Creating the right culture means creating an atmosphere where the best in sales want to work, and where they want to exceed expectations at every given opportunity.

At Teleperformance, we have created a fun, high-energy atmosphere and a competitive environment in all of our sales programs. We develop motivational campaigns to constantly drive our agents to succeed. Our sales leaders give frequent prizes, provide heavy coaching, and praise top performances. They also provide regular short briefings and thematic daily initiatives.

We have developed an exclusive benefits package for sales representatives in order to engage and motivate them to achieve and surpass sales goals.

Teleperformance also ensures that our front-line sales teams have the opportunity to provide feedback and receive information. We have developed integrated communication channels to listen to, and understand our employees, as well as provide them with information that is necessary for them to excel.

Our bonus policies recognize hard work and inspire everyone to exceed sales results.

The Best Tools and Strategic Solutions

The best people, working in the best culture, and using exceptional methodologies, need to be sure that they are using the right tools, which not only support their work, but make it more efficient. 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.

Teleperformance has also developed strategic solutions to better understand customer needs through customer journey mapping and analytics. Using these solutions can help drive sales by focusing sales teams on what drives sales.



OnTarget improves customer comprehension by studying available data to improve business efficiency and customer experience. It can then identify and relate the key factors that drive sales behavior, increasing the cost-effectiveness of sales programs.

Strong Security Environment

Companies all over the world are concerned about security. Security is a top priority for us, as well; 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.

Using OnTarget can help deliver more than a 30 percent increase in sales.

Teleperformance is the Right Choice for B2B Sales

Companies all over the world are looking to improve B2B sales. Through exceptional hiring practices, superior sales methodologies, an exciting sales culture, and the right tools, businesses can attain those improvements. But the right partner, who has extensive experience in B2B sales can have a huge impact.

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.

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

**To learn more about how we
can help you, contact us today.**

+30%
Order Rate

The number of clients that the representative was able to place an order for.

+80%
Orders per hour

Average orders placed per hour per representative.



About Teleperformance

Worldwide Leader in Omnichannel Customer Experience

We are the worldwide leader in outsourced omnichannel customer experience management. Teleperformance connects the biggest and most respected brands on the planet with their customers by providing customer care, technical support, customer acquisition, digital solutions, analytics, back-office and other specialized services to ensure consistently positive customer interactions.



For more information:

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