



Equipment Edge™

Inside Sales

Build a Legendary Service Culture

By managing the customer experience through the delivery of exceptional customer service, you can generate additional revenue and set your company apart from competitors.

Equipment Edge™ is a unique training program that demonstrates the why and the how of providing legendary service while behind the counter and on the phone. It gives your team the skills and tools to deliver an exceptional level of service at every customer touchpoint.

Using fun and inspiring activity-based training and Signature Worldwide's proprietary Magic Formula, your front-line team will learn to better focus on the needs of your customers and convert more inquiries to sales.

Signature Worldwide's program will help:

- Build consistency in your customer service interactions
- Strengthen relationships with your customers by asking the right questions
- Convert inquiries to sales and rentals
- Identify upselling and other sales opportunities
- Deliver long-term results through a comprehensive reinforcement/sustainment program.

And because **Equipment Edge** is specially designed to change employee behavior and create lasting improvement, employees will also practice their new skills through post-training coaching, and other on-going training reinforcement options.

Description

This training program teaches employees who deal with equipment rental, parts and service a proven sales process for handling inquiries and getting prospective customers to do business with your dealership.

Who Should Attend?

Anyone responsible for converting incoming calls or in-person inquiries to rentals or sales, including:

- Counter staff
- Support personnel
- Receptionists
- Managers

Learning Objectives

Through this customized training, participants will be able to:

- Realize the value of delivering legendary service
- Calculate the return on investment from providing exceptional customer service
- Create value for the products and services offered
- Develop a process for delivering legendary service
- Understand the importance of consistency
- Increase sales!



Program Description

Introduction Introduce an icebreaker or welcoming activity

Rules of Training Present guidelines for the format of the training session

Legendary Service Review characteristics of legendary service and discuss ways to create a legendary impression

What's In It for Everyone

Review benefits of delivering legendary service – benefits to the employee, benefits to the customer and benefits to the company

Reality Trip

Listen to recorded shopping calls and identify the customer service skills that were effectively used and areas where improvement is needed

Calling the Competition

Make phone calls to competitors during the training session and critique the service and sales skills used

Reviewing the Magic Formula

Determine how the steps of the Magic Formula apply to the selling cycle
Introduce/review the Magic Formula and discuss the importance of each step

Selling Strategies

Review the products and services available and discuss ways to customize benefits to meet the customer's needs
Discuss how upselling and cross-selling benefits both the customer and the equipment company
Identify upselling opportunities and products that lend themselves to upselling

Role-Play

Practice using the skills presented and provide feedback to other team members

Creating Value

Discuss the importance of delivering a consistent message to customers

Next Steps

Discuss the components of Signature's ongoing reinforcement program