

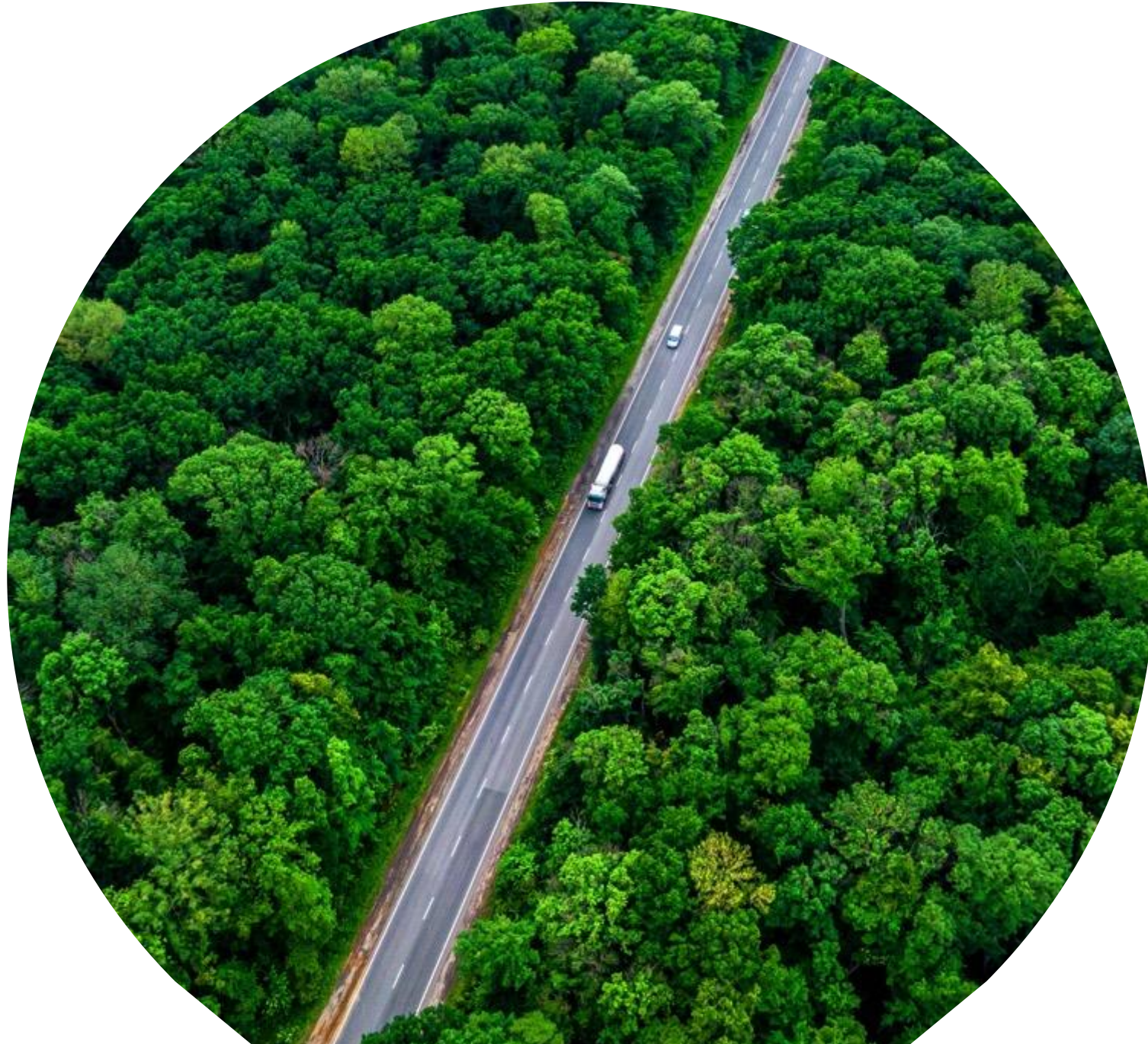
Telephone and Written Communications Training

BRIDGESTONE
Solutions for your journey

Meet and Greet

- Name
- Job title
- Role
- Dream car and why





What's the Point of Today's Training?



Today's Agenda

- The Importance of the Telephone
- Common Telephone Mistakes
- Customer Relationships
- Managing the Call
- Written Communications





The Importance of the Telephone



The Importance of the Telephone

- Who?
- Why?

First contact is crucial!



What's the Estimated Cost of Missed Opportunities?



➤ £500 - £1000

➤ £1001 - £2000

£4001 +

➤ £2001 - £3000

➤ £3001 - £4000

excluding outgoing calls

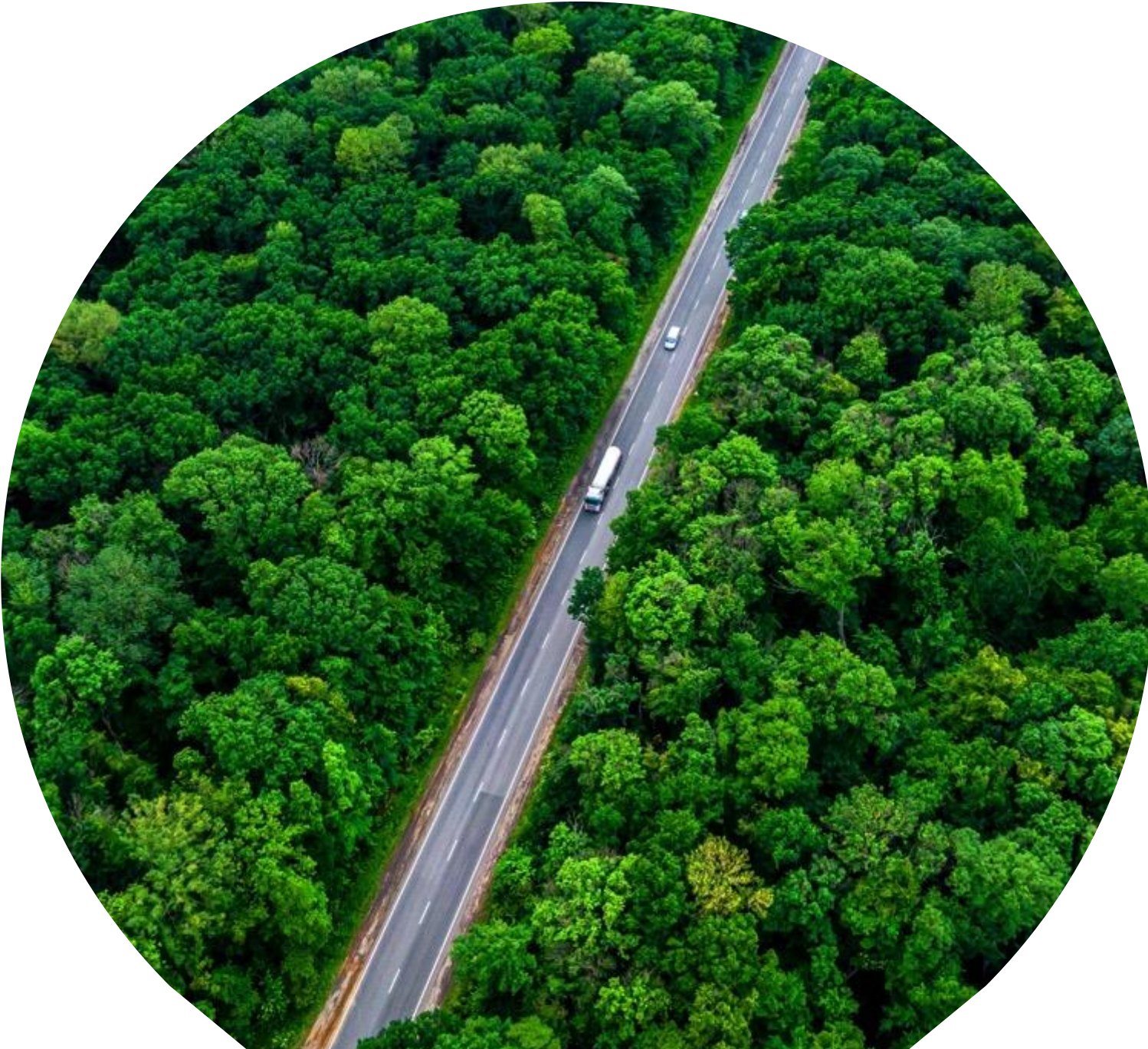


“But it’s only a telephone!”

- Avg call length - 5 mins
- Avg no. of calls/day - 15
- Time per day on phone - 75 mins (1.25 hrs)
- Avg company labour cost - £20 / hr
- Avg telephone cost per day - £25 (£20 x 1.25 hrs)
- Avg telephone cost per week - £150 (£25 x 6 days)
- Avg telephone cost per year - £7,800 (£150 x 52 weeks)
- Cost to a 10-depot company per year - £78,000

**IF YOUR COMPANY MAKES
ON AVERAGE £30 PROFIT
PER TYRE THAT IS THE
EQUIVALENT TO THE
PROFIT FROM SELLING
OVER 2600 TYRES!!**





Common Telephone Mistakes



Common Telephone Mistakes

Take 10 minutes to list some of what you think are the most common mistakes people make when answering calls in a workplace



Key Skills for Effective Telephone Use





Building Customer Relationships



How do you Build Good Customer Relationships?

- No-one likes to feel like they are being “conned”
- Being genuine gains trust
- Who wants to deal with someone who is insincere?

Be
Genuine

Ask and
Use Their
Name

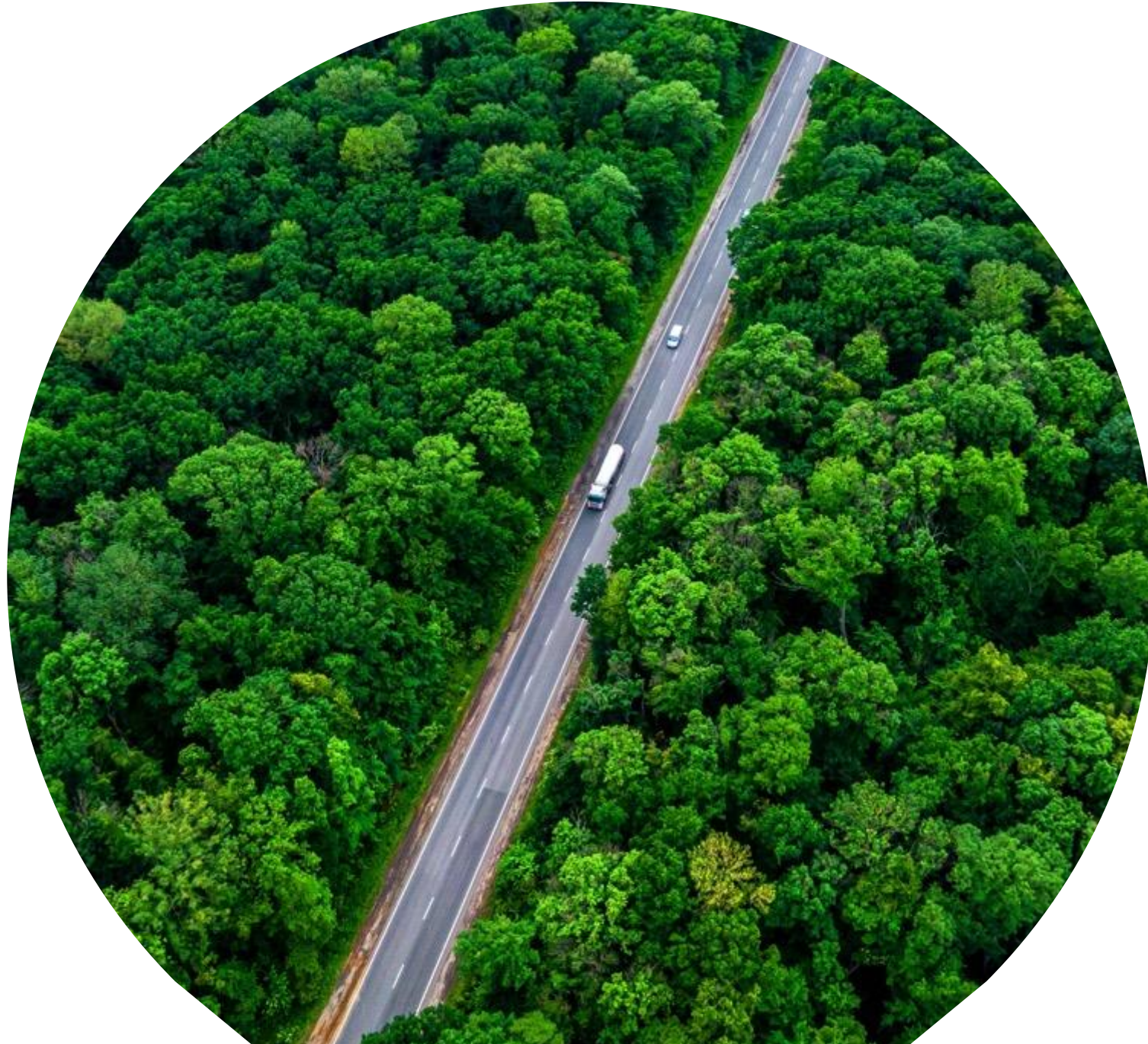
- Shows the customer that you are listening
- It's basic good manners
- Gains customer information for any follow up visit

Ask
Questions

- Questions give you information
- What type of question to ask?
- What questions do you need to ask?
- Helps understand customers needs

Actively
Listen

- Different levels of listening
- Shows you are interested in their call
- Avoids missing important information



Questioning Techniques

Questioning Techniques

OPEN QUESTIONS

Open questions start with What, Where, Who, How, When etc.

CLOSED QUESTIONS

Closed questions are questions that can be answered with a simple yes or no.



Questioning Techniques

Closed Questions

Q1 - Can I help you?

Q2 - Do you know your tyre size?

Q3 - Do you need the tyres straight away?

Q4 - Do you cover a high mileage?

Q5 - Do you have a budget in mind?

By asking the correct questions at the correct time you will be able to ascertain the customer needs

Open Questions

Q1 - How may I help you?

Q2 - What size tyres do you need?

Q3 – What vehicle are the tyres for?

Q4 - How many tyres do you need?

Q5 - When do you need the tyres?

Q6 - How many miles do you drive a year?

Q7 - What time would you like visit?

Q8 – What kind of budget do you have in mind?





Gathering Customer Information



Information Gathering

What information do we need?

- Name & contact details
- Customer needs
- Vehicle details

Why do we need this information?

- Customer call back
- Knowing customer needs allows you to know how to pitch the “sale”
- Vehicle details confirm the correct tyre size etc

What issues can arise from not having the relevant information?

- Confusion
- Wrong information / prices quoted
- Lack of professionalism

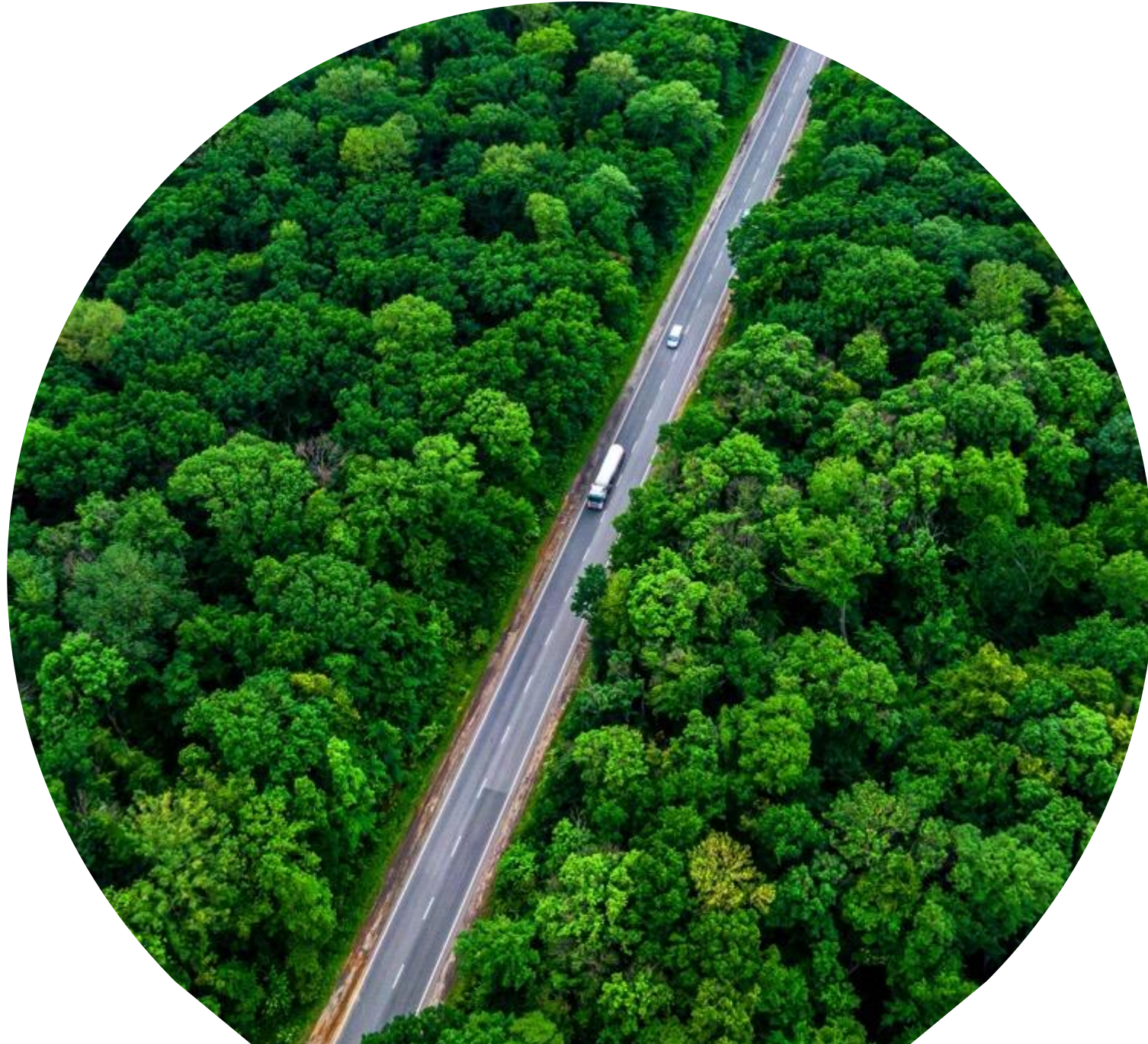
What do we need to be aware of when gathering customer information?

- GDPR – General Data Protection Regulations
 - Secure storage
 - Correct usage

What are the Benefits of Gathering Information?

- Know your customer
- Promote your business with new customers
- A chance to turn a call into a visit (into a sale)
- Keep track of any marketing promotions you may be running
- Improve the overall experience for the customer
- A personalised approach when the customer visits the depot





Mystery Shopper Calls





Customer Objections



Customer Objections



Customer Objections

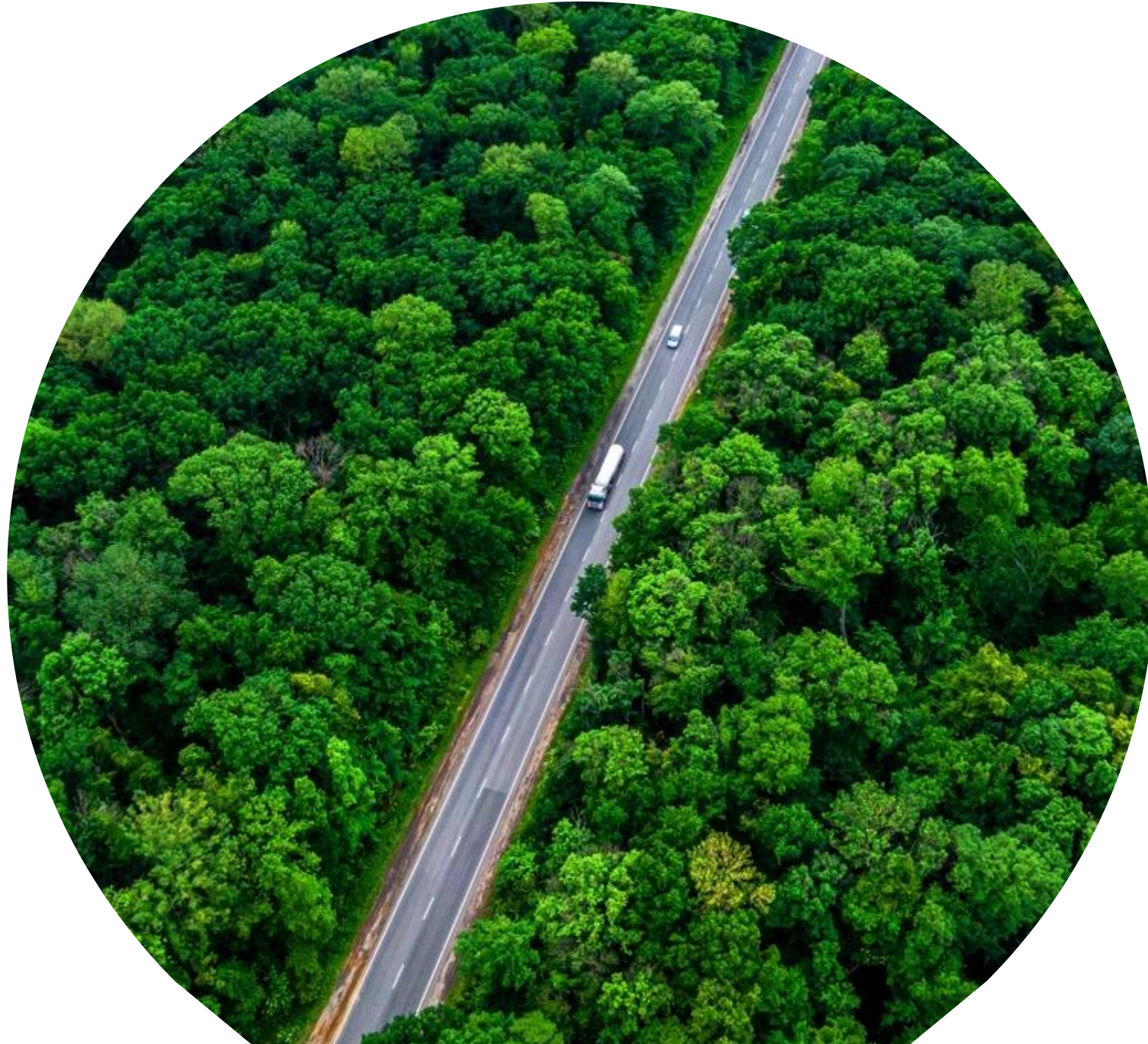
- Price
- Product
- Customer Service
- Availability



Steps you can Take to Help Overcome Objections

- Listen carefully to understand the objection
- Confirm your understanding by asking questions to clarify – if you need to
- Respond to the objection with an appropriate solution
- Confirm with the customer that they are satisfied with the solution





Closing the Call



Closing the Call



Closing the Call

- Simply ask for the sale – E.G. “So, we can go ahead for fit those tyres?”
- Promote limited time offer E.G. “ We can only offer this price until...”
- Give the customer a choice of products E.G. “ Would you like to go for Bridgestone or Michelin?”

What are the Pros and Cons?





Written Communications



Written Communications



Clear Communications

Time to eat children



Email Errors

Dear MR trump,

Thanks for you're enquiry we can supply the bridgestones 225/55/17 for 132 plus vat £158.40 we have these tyres in stock but for you're convenience it would be beneficial to contact us on 07974 123321 before you come in to arrange a time for fitting could you please place your locking wheel nut on the passenger seat upon arrival at the centre

Finally to ensure your dealt with quickly and efficiently please give the receptionist at jacks tyres the number from this quotation 😊

Kind Regards,

Mr K. starmer



Email Effectiveness

- Use simple, clear, relevant subject headings
- Begin with a positive greeting
- Get to the point
- Avoid being too casual or too formal
- Strike the right tone
- Don't overuse exclamation marks
- Proofread every email you send





Summary



Key Take-Aways From Today

- The telephone is **STILL** a very valuable tool
- Calls to visits – Key to success
- Telephone best practice
- Sell your business first
- Use the right closing method



....end of module for today

Thank You

