

quantify your training through 'mystery calling' & 'service surveys'



360 degree cycle for
Mastering Sales Training



How the cycle works:

In the initial "Mystery Call" phase, Compechek determines the current baseline customer service standards from which the customized training is developed. Using this data we specifically identify and target and "train on" those areas of customer service and salesmanship in need of improvement.

After the first training session, a follow-up "Mystery Call" is performed. We then review the results of the earlier customer service training, identify its benefits, and pinpoint those areas in need of further improvement. Business owners and managers are able to recognize the link between their investment, customer satisfaction, and an enhanced bottom line.

Additional training focuses on approaches such as "upselling", or adding a line to the invoice by offering associated products/services, inviting the caller to visit the place of business, listening for specific customer needs and more.

Through Compechek's 360 Degree Enhancement Cycle, we accurately address the ways in which your business can continue to become known for excellence in customer service and salesmanship.

360 enhancement cycle: measure, train, re-measure and re-train....

Excel Sales Consulting, in tandem with Compechek Market Research, is proud to offer a proven approach to staff development, the 360 Degree Enhancement Cycle, tailored to the unique needs of your business.

Through the Enhancement Cycle, we measure, monitor and, as needed, help you to modify staff performance and skills. This highly effective tool gauges staff strengths, as well as areas in need of attention, in order to effectively match instructional approaches with specific training needs.



360 degree cycle for
Customer Service Training