



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

## *Breakfast Business School*

LEADERSHIP SEMINAR

### **Profiting From Customer Service: The Science (Or Dark Art) Of Selling In A Service Call**

*A seminar for leaders allied to customer service and sales, examining the evolving business model of person-to-person customer interaction and the potential for sales during the service call to offset contact centre overhead and contribute to business growth*

#### **WHEN**

Tuesday, February 13<sup>th</sup>, 8.30am – 10am

Plus 30-minutes of optional networking before and after

#### **WHERE**

The Ivy Club  
9 West Street  
London  
WC2H 9NE

<http://www.the-ivyclub.co.uk>

#### **WHO**

Senior stakeholders in customer service and sales

#### **R.S.V.P.**

Jon Snow

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)



Dear Members & Invited Guests,

You are cordially invited to attend a **Directors' Club Breakfast Business School™** seminar on Tuesday, February 13<sup>th</sup> at 8.30am – 10am with 30-minutes of optional networking before and after.

The venue is **The Loft at The Ivy Club** in London's Soho (<http://www.the-ivyclub.co.uk>).

This seminar is **free of charge**; you are attending as our guest.

## **AGENDA**

8am – 8.30am Arrival, coffee & networking

8.30am – 10am Seminar & Q&A

10am – 10.30am Coffee & networking (optional)

## **R.S.V.P.**

To accept this invitation, please email [jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

## **SEMINAR BUSINESS CHALLENGE**

Customer service leaders face a dilemma. Most are busy avoiding customer contact through self-service and automation initiatives to cut contact centre overhead, while their business really needs more sales and to increase customer lifetime value.

This seminar's business challenge is **to make new sales via the customer service contact centre**, so off-setting overhead and contributing to business growth.

### *Rising To The Challenge*

Selling to existing customers seems to be the logical thing to do, but most initiatives fail - irritating customers, distressing agents and failing to deliver any real improvement in income. These failures, however, are largely the result of the **approach** and **execution**, rather than the concept.

Customer service agents are **uniquely placed** to quickly build rapport with callers and to both sell and improve customer satisfaction metrics.

In this seminar, you will learn how to **unlock your sales through service potential**:

- How to assess the readiness of the customer service team to sell, and how to bridge gaps
- The approach to creating the right environment for sales through service
- How to motivate customer service staff to make offers and convert sales
- The analytics tools needed to power sales through service

To demonstrate what can be achieved, the seminar sponsor **SYKES**, a leader in customer interaction management, will share case examples from North America and Europe that exhibit the approach and results, including:

- US Telco added \$1m+ per month to their income, offsetting nearly 20% of customer service costs
- Global Tech company tripled their sales conversion rate through service, and maintained very high NPS scores
- Black Friday sales for one low-performing team rose, and stayed, 60% higher than peer teams



A Q&A session will follow, hosted by Jon Snow, with questions taken from the audience.

## **SPONSOR**

This Breakfast Business School seminar is supported by **SYKES**, a digital marketing and customer service global outsourcer, providing customer-engagement services to Global 2000 companies. SYKES' sophisticated solutions satisfy the needs of major companies around the world, primarily in the retail, communications, financial services, technology and healthcare industries.

Find out more about our sponsor at <https://www.sykes.com>.

## **BREAKFAST BUSINESS SCHOOL**

Directors' Club Breakfast Business School is a series of leadership seminars designed to inform, educate and inspire our members and invited guests.

If you have colleagues or connections that wish to be added to the invitation list (subject to qualification), please email [jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

## **DIRECTORS' CLUB UNITED KINGDOM**

Today's **Directors' Club United Kingdom** has its origin as a supper club in London's Mayfair. The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the *Directors' Club* and so a business lifestyle and networking institution was born.

The Club motto *To endeavour. To achieve* captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation.

<http://directorsclub.org.uk>