

Tips for Service Providers Selling Contact Center Services

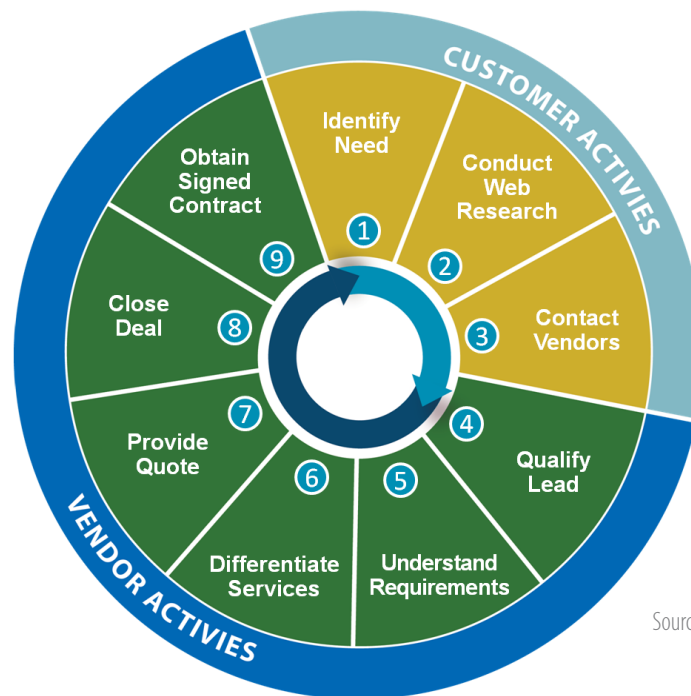
Selling contact center solutions is different from selling traditional voice and network services for businesses. The target market is the same – which is how they found you – but when it comes to contact center solutions, the buyers are different and their needs are more complex. Contact center infrastructure buyers are typically business managers, not IT. The business managers want to work with vendors who have contact center expertise and can provide best practices along with the technology.

SP Sales Cycle for Contact Center Solutions

Below is the sales cycle for companies that purchase cloud-based contact center solutions from their service provider (SP). The first three steps in the process are driven by prospects, although providers can greatly influence these phases of the sales cycle by having a strong digital presence and educating their sales reps to identify contact center opportunities.

The next six steps are where service providers need to demonstrate their contact center expertise to prospects. For vendors to succeed in convincing businesses to purchase contact center solutions from them, they need to develop sales, implementation, integration and professional services expertise targeted to the contact center needs of the primary targeted verticals.

Contact Center Sales Cycle for Service Providers



Source: DMG Consulting LLC, August 2016

Sales Tips

1. Assign a senior contact center product manager.
2. Invest in digital marketing and content targeted at contact centers.
3. Train the entire sales force to identify contact center opportunities.
4. Invest in a contact center sales overlay team and staff it with highly experienced contact center system engineers (SEs) who understand needs of important verticals.
5. Know your competitors so you properly position your offering.
6. Make it easy for customers to understand your pricing and purchase products.
7. Use a simple 1- to 2-page contract.
8. Create a compensation plan that rewards sales and retention of contact center services.