



Desk Reference Development

Scripted dialogue that will guide new hires in effectively dealing with customers
and serve as refresher training for all reps.

A Desk Reference is a set of written verbiage that is used to guide telesales or teleservices people in the flow of each call and prompt them to use the skills they have learned in Amtech's sales or service courses. The scripted dialogues are not designed for verbatim use...they are to serve as guides and reminders of the skills and verbiage that have been proven to work for your company. A typical Desk Reference will include:

TeleSales Desk Reference Components

Opening Statement Guide
Benefits Guide
Strategic Questioning Guide
Objections Guide
Call Close Checklist
Competitive Analysis Guide
Glossary of Terms
FAQ's Guide

TeleServicec Desk Reference Components

FAQ's Guide
Problem Solving Guide
Objections Guide
Procedures Guide
Delivering Bad News Guide
Call Close Checklist
Glossary of Terms

BENEFITS of a sales or service Desk Reference

Development and implementation of a customized Desk Reference for your products or services will allow your company to:

- Shorten the learning curve for newly hired reps (a reduction of 3 months is not uncommon)
- Enhance your close ratios (Sales Desk Reference) or improve customer satisfaction (Customer Service Desk Reference)
- Streamline the sales process to shorten the sales cycle
- Improve prospect and customer satisfaction and better assure their loyalty (Service Desk Reference)
- Increase sales results and the corresponding revenues (Sales Desk Reference)



Call Amtech Marketing to discuss how your company can benefit from the development of a Sales or Service Desk Reference.

Call today: 888-546-4844
303-814-1379
www.amtechmarketing.com