

# ContactPoint



According to the American Society for Training and Development, only 19% of people who took a training course received any kind of sustained performance improvement.

– ASTD State of the Industry Report

*“Sales training does not work—if it is an event.  
Sales training works incredibly well—when it is a process.”*

- JCK Industry News

“I gave up on customer service and sales training until I learned of ContactPoint’s approach. ContactPoint isn’t your typical training because they can hear and coach on the real conversations with the real customer long after training is completed. I recommend their program to all.”

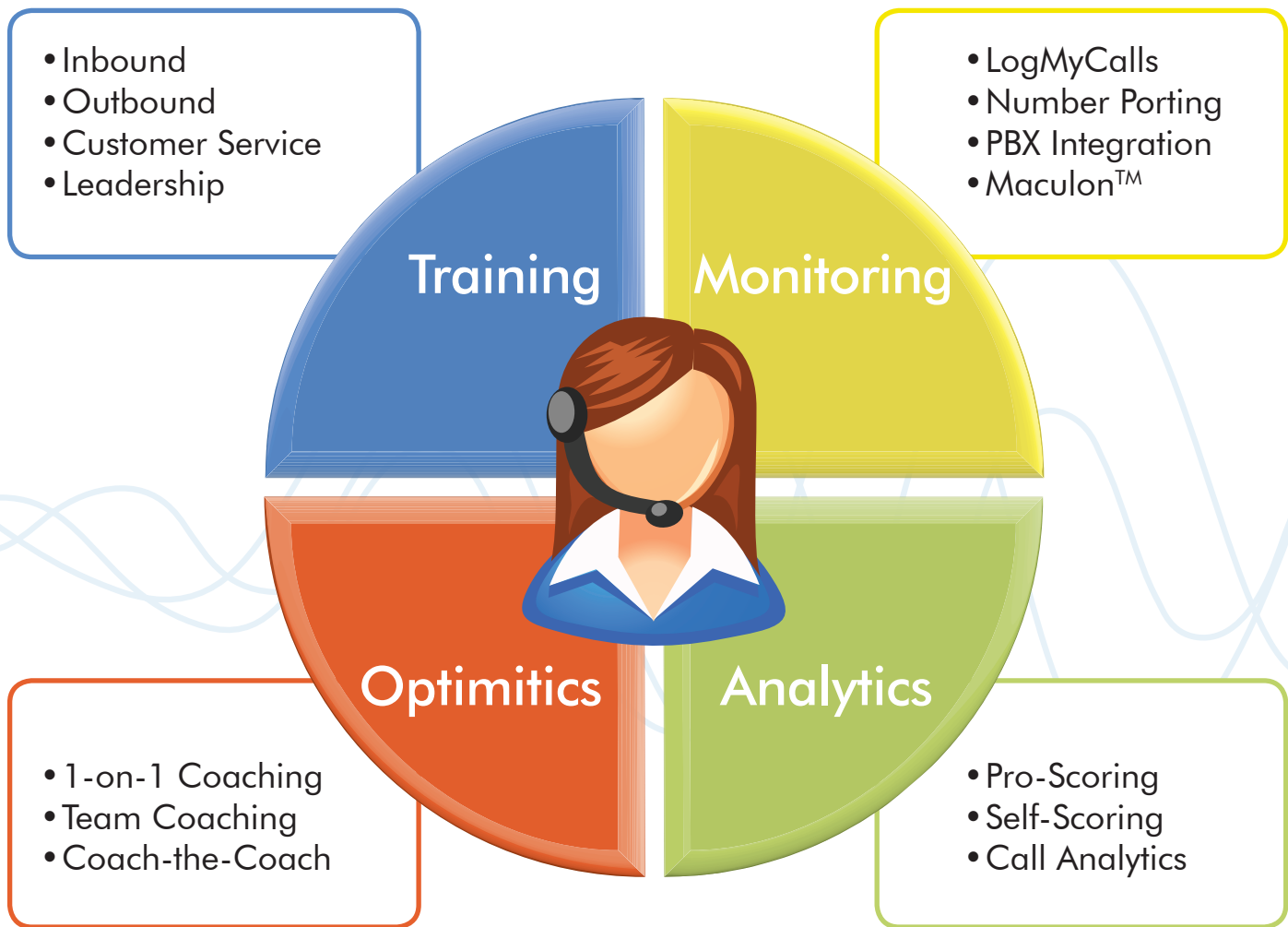
– Wilson Equipment, Lexington, KY



ContactPoint

## ***We believe in relationship principles not sales tactics.***

*No matter which sales technique, ContactPoint complements it. Sales tactics come and go: elements of human relationships are timeless and universal.*



## ***We follow-up with feedback based on actual performance.***

*Assess current performance in comparison to past performance and use this information from authentic business interactions to address specific opportunities.*

## Who We Are

Founded in 2001, ContactPoint invented a patented remote monitoring device called the Maculon™, transforming sales and customer service training effectiveness by recording and monitoring client communications. Today we serve a diverse portfolio of leading companies in Automotive, Hospitality, Medical Equipment, and Financial Services. If you've heard, "this call may be recorded for quality," we're the company that provides that system and uses the information to dramatically increase our clients' sales and wow their customers.

**Our mission:** To unleash the extraordinary power in every customer contact point.

**Our vision:** To revolutionize the way companies listen and respond to their customers. We deliver the equivalent of bio-feedback for customer interactions, which allows companies to adapt to customer needs with unparalleled speed and agility.

**Our strategy:** ContactPoint's advanced call recording technology and scoring software empowers companies to gather customer interaction data immediately. The customer service and sales training our clients receive works in conjunction with this data to enable a process of personalized coaching, employee accountability, and measurably improved results.



## *We focus on the customer contact point.*

*Regardless of sales philosophy, holding employees accountable for the customer interaction is the most important element of the sales or service engagement. We do one thing and do it well by optimizing the customer interaction.*

## What We Do

It's all about results—we get that. ContactPoint is revolutionizing the way companies listen and respond to their customers. We give you the tools and insight to optimize your sales and marketing at the point of contact through an integration of training, call monitoring, measurement, coaching, and employee accountability. We give your team the techniques and skills they need to double your sales and wow your customers; and more importantly, our patented technology allows monitoring of live interactions so you can easily measure and achieve improved results.



## Why We're Different

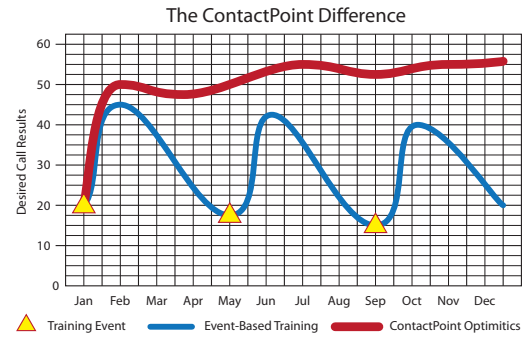
If you have invested in sales and customer service training, you gleefully saw a spike in performance, which was almost immediately followed by an equivalent drop - often before your morning coffee cooled. Disappointing at least and catastrophic at worst. So how do you keep your team's skills sharp and performance hot? With a proven methodology for continuous analysis and optimization—"Optimitics".

## We deliver *optimitics* not just *analytics*.

*Not only the data to know what is happening on customer calls, but the actions needed to get the highest return on interaction.*

**Optimitics** is our proprietary application of technology, analysis, and feedback to improve sales and marketing performance. It is the evolution of call analytics and the revolution in customer engagement you have been seeking. With ContactPoint's turnkey technology, you have the ability to record and listen to your representatives' actual conversations. Say goodbye to easily manipulated mystery shoppers and hello to real-world quantifiable data. Then, once you're listening, our team of industry-specific sales and customer service coaches work with you to address the challenges you face and identify the metrics you need to gauge success. We then customize a call scorecard to collect and analyze this data and follow up with your staff to coach them on specific performance metrics and goal setting.

Applying scorecard data to authentic customer interactions empowers your representatives to continually build confidence, and you can easily measure success rates and quickly adapt to trends in customer sentiment. In essence, ContactPoint leverages the valuable information found in customer touch points to improve customer interactions, and increase your ROI (return on *interaction*).



Our clients experienced up to **300% improvement** in sales and customer service results. No wonder they are raving fans!

"I wish I could be monitored four times a day so I can improve."

**Diamond Rental**

"ContactPoint principles are making my business stronger. We are closing more calls."

**Buddy's Home Furnishings**

"The follow-up component is certainly the most unique aspect of the training because it forces us to implement the training and follow through with our commitments. It offers an opportunity to actually measure ROI, which is rare."

**Meydenbauer Center**

"The use of 'state-of-the-art' [call recording] equipment and the posting of the calls on the web for the employee and manager to review is ingenious. The sales increase generated during our second month of being in the program was more than double the cost of what we pay for the program for the whole year!"

**Nikell Equipment Rental and Sales**

# Products and Services

**Training:** Our customized training programs include full day, half day, telephone, or webinar sessions.

- **Inbound Telephone Sales:** Consumers and companies looking to buy make on average 3 shopping calls before selecting a vendor. Convince them that their search is over and win the sale every time! Phone agents learn to:
  - Manage the flow of a conversation
  - Become experts in creating relationships
  - Quickly demonstrate value
  - Ask for the sale
- **Outbound Telephone Sales:** A salesperson should never have a slow day. However, over 90% of sales reps are uncomfortable making outbound calls because they simply lack the skills and structure which can be learned with training and coaching. Sales representatives learn to:
  - Properly prepare for the call
  - Get to the decision maker
  - Make a smile come through on the phone
  - Develop a relationship that invites asking for the business and referrals
- **Customer Service Skills:** Customer service representatives should leave customers feeling impressed and wowed rather than just satisfied. Your CSRs will learn how to up-sell the customer while avoiding the quick discount. We train them in:
  - Dealing with difficult customers
  - Mirroring and personality profiles to facilitate communication
  - Exceeding expectations by anticipating customer needs



**Monitoring:** Experience maximum return on investment in your sales force and CSRs and ensure each employee puts training into daily practice by continued call monitoring, scorecard metrics, and individualized coaching.

- **Call Recording:** ContactPoint offers live and simulated call recording. (Simulated is occasionally utilized to target specific learning points.) Call recording with our patented technology enables:
  - Access to employee performance from any online location
  - Increased employee accountability, awareness, and ability
  - More effective training, based on real-life experiences
  - Better understanding of your customer, which means better marketing
- **Call Scoring:** A ContactPoint expert will work with you to attain a custom built scorecard tailored to the needs and circumstances of your company. ContactPoint analyzes the recorded call and determines whether or not company standards



and protocol have been met and uploads this information to your password protected online account. This allows you to:

- View individual performance from specific calls
  - Read through notes to better understand score
  - See at a glance strengths and areas needing improvement
  - Eliminate weaknesses and close more sales
- **Individual Coaching:** The most powerful training workshops and advanced monitoring systems result in temporary improvement without continued reinforcement. Ensure that industry best practices become a natural part of your business with ongoing coaching from ContactPoint professionals. Our coaches will:
    - Conduct one-on-one feedback with your staff
    - Play an actual call for each employee and give both reinforcing and redirecting feedback
    - Rehearse the call to reinforce best practices and methods of communication
    - Provide guidance, encouragement, follow-up and goal setting

## Tools and Technologies

- **Mentor™:** ContactPoint's proprietary call scoring and coaching tool. Mentor™ is a Web-based platform for measuring and analyzing the point of customer contact and evaluating against goals and performance criteria. Our clients gain new insight into frontline performance in near real-time which allows them to create a more dynamic process for improving the customer engagement.
- **LogMyCalls.com:** Provides marketers with analytics data to measure the effectiveness of their phone based marketing campaigns. We also record and provide the actual calls. Adding these recordings to statistical call data enables analysis of sales and lead quality far beyond what you can decipher from numbers alone.

To learn more about how ContactPoint can help you unleash the power in every customer contact, call us at: 1-866-468-0900 or visit us at: [www.ContactPointSolutions.com](http://www.ContactPointSolutions.com)



## Client Retention Rate

83% of our clients work with us again

## Industry Associations

- American Association of Inside Sales Professionals
- American Hotel and Lodging Association
- American Rental Association
- Association of Progressive Rental Organizations
- Automotive Service Association
- International Franchise Association
- International Spa Association
- National Apartment Association
- National Glass Association
- Tire Industry Association



## Typical client results

up to 300% improvement in the desired results

Unleash the  
extraordinary power  
in every customer  
contact point

