
Overview

What this standard is about

Many contact centres undertake direct sales activities. These may be through inbound or outbound contacts and may or may not be the primary purpose of a particular contact. Direct sales activities may involve any staff dealing with different ranges of services and/or products and different complexities of sale. Organising and managing direct sales involves ensuring that appropriate information is gathered and used, analysing sales and reporting on results and developing sales plans. This must all be approached systematically whether setting up a new operation or improving current operations. Your role in organising and managing means that you must be in a position to direct what happens while involving a team members at all levels across the contact centre.

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Manage direct sales operations in a contact centre

Performance criteria

You must be able to:

Define sales information and techniques to be used for direct sales through a contact centre

- P1 Identify the sales strategy for a contact centre direct sales operation
- P2 Define sales information that is needed to achieve sales objectives
- P3 Check that the preferred sales information set can be collected without hampering sales activities
- P4 Define the sales style and techniques to be used to achieve direct sales objectives
- P5 Organise the development of procedures and guidelines for team members making direct sales through a contact centre
- P6 Test procedures and guidelines involving those who carry out sales activities to ensure they are practical in a contact centre
- P7 Monitor supervision and management of direct sales activities during and after implementation of new procedures

Review sales planning, analysis and reporting techniques for direct sales through a contact centre

- P8 Collate customer, market and sales information relevant to sales planning
- P9 Review current sales plans and methods for devising them
- P10 Implement ways of improving sales planning relevant to direct sales through a contact centre
- P11 Identify sales analysis needed to achieve sales objectives and plans
- P12 Contribute to the design of sales analysis tools to monitor sales and improve sales performance in direct selling through a contact centre
- P13 Define sales reporting requirements to monitor and improve direct sales performance in a contact centre

Contribute to the development of organisational sales strategy

- P14 Interpret sales information and analysis related to direct sales in a contact centre and relevant to organisational sales strategy
- P15 Identify key features of organisational sales strategy that impact on direct sales operations through a contact centre
- P16 Recommend developments in sales strategy that would improve overall sales performance

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Knowledge and understanding

You need to know and understand:

- K1 Strategic aspects of the range of services and/or products covered by contact centre direct sales
- K2 Current organisational approaches and systems for direct sales
- K3 Regulation and legislation that impacts on direct sales operations through a contact centre
- K4 Options for sales strategies for direct sales operations in a contact centre
- K5 Techniques for collecting useful sales information through direct sales activities
- K6 How to devise and present effective guidelines for staff making direct sales through contact centres
- K7 Methods for testing guidelines and procedures
- K8 Sales planning techniques and the use of market information
- K9 Sales analysis techniques and how to specify sales analysis requirements
- K10 Options for sales monitoring tools
- K11 Sales reporting techniques and options
- K12 How to make clear links between organisational sales strategy and direct sales operations
- K13 Options for making improvements in organisational sales strategy

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