

Sales Excellence
Accelerator

Drive acquisition, growth, and retention with prospects and clients

The COVID-19 pandemic has shifted customer behavior in many ways that are here to stay. So, what does this mean for sellers? Sales leaders and teams around the world are having to adapt to this new customer behavior and are leveraging new techniques and technology to differentiate. Establishing sales operating best practices can take years of trial and error which can result in low productivity, missing sales and revenue expectations, and underutilizing investments.

We have **over 30 years** of Sales as a Service experience with industry leaders and an **award-winning** sales methodology that encompasses people, process, insights and analytics, and technology. Our optimized sales processes at each stage of the customer lifecycle result in **industry-leading best practices** that have been applied to B2B and B2C brands across the globe.

SALES EXCELLENCE ACCELERATOR

Investigate

Business as usual

↓ To

Optimized for sales success

Identify

Understanding problems exist



Pinpointing stage in the sales funnel where sales are falling out

Renovate

Unstructured and reactive



Structured and proven best practices

Elevate

Inside sales team



Record-breaking team of sales people using unrivaled sales best practices, armed with trailblazing technology

Objective

Engage all departments to review program through an assessment covering key functions of sales teams to identify areas of opportunity and a roadmap to operational excellence

Key activities

- Discovery workshop
- Execution of assessmer
- Client reddod

Key outcomes Action plans

Objective

Identify where in the sale funnel sales are falling out and using our 30 years of experience to identify root causes and solutions

Key activities

- Needs assessment and journey mapping to pinpoint areas of opportunity that can be addressed through people, process, and technology
- Key outcomes

Key areas of opportunity determined

Objective

Utilize TTEC's vast experience, tools, and partnerships to deliver recommendations on actionable solutions

Key activities

- ROI/Cost savings analysis
 Access to TTEC technology partner ecosystem to identify best fit
- **Key outcomes** Proactive solution plan

Objective

Development of playbook and roadmop laying the foundation for long-term operational success including recommended strategic partners that will take sales performance and revenue to new heights

Key activities

- Development of comprehensive document covering the ideal sales program from end-to-end based on proven best practices
- Roadmap that provides unrivaled resolutions to a areas of opportunity discovered during the

Key outcomes

Comprehensive Sales Playbook and forwardlooking roadmap for success

Elevate your sales team

Our Sales Excellence
Accelerator identifies and
focuses on points of the
funnel where sales are falling
out. We develop a sales
playbook and roadmap with
recommendations to elevate
your sales team.

Quick deployment

45-day duration

Low-cost

400+

Best practices developed over 30 years of experience

Roadmap for improvement



WHAT SETS TTEC'S ASSESSMENT APART?

Assessment outcomes

20%+

YoY revenue growth

Increased EPS

5 consecutive **Employee Promoter** Score increases

90%+

Average NPS

TTEC Assessments

Identify training gaps

Refresh of training curriculum

Traditional Assessment

Check points may not be correlated to sales success

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TTEC check points based on 400+ operational best practices gathered over the past 30 years

Covers 21 strategic categories

Treated as a yearly compliance item

Tool that has **proven to improve** programs by measuring and creating action plans in areas where needs for improvement are identified

Majority of assessment questions asked to a single leader

Assessment **broken into segments** so proper SME can be utilized (including front-line agents)

If it's happening the majority of the time, it's considered "working"



If any examples of process not working, an **action item** is created

An executive decides what is working and not working



What the person impacted is saying (applicant to new hire to associate)

Others may have a narrow scope of evaluation



TTEC brings together cross functional expertise to deliver solutions that optimize your program from end-to-end

Accelerate your sales excellence

Learn more on how to drive acquisition, growth and retention with prospects and clients.

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ttec.com/inside-sales-as-a-service

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TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its together to deliver happy customers and differentiated business results. To learn more, visit us at www.ttec.com.