Managing a Telemarketing Sales Team for Non-Sales Managers
501(c)3 non-profit organization; roughly 40 or so full time staff
Introduction

**DES MOINES PERFORMING ARTS**

- 501(c)3 non-profit organization; roughly 40 or so full time staff

- Iowa’s premier performing arts organization
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4 Venues
NOT A SALES PERSON
- Why Calling is Important
Agenda

- Why Calling is Important
- Campaign Management
Why Calling is Important

Campaign Management

Call Team Management
Agenda

- Why Calling is Important
- Campaign Management
- Call Team Management
- Easy Sales Tips
Agenda

- Why Calling is Important
- Campaign Management
- Call Team Management
- Easy Sales Tips
- Discussion – What do you do?
Why Calling is Important
- People slip through the cracks
- People slip through the cracks
- Guest Touch Point
- People slip through the cracks
- Guest Touch Point
• People slip through the cracks

• Guest Touch Point

• Feedback
- People slip through the cracks
- Guest Touch Point
- Feedback
- Sustaining Subscriptions
Campaign Management
Terms

- Leads
Terms

- Leads
- Cost of Sale
Terms

- Leads
- Cost of Sale
- Contact Rate
Terms

- Leads
- Cost of Sale
- Contact Rate
- Closing
Campaign Management

- Determine who your leads are
Campaign Management

- Determine who your leads are
- Project Potential Sales
Campaign Management

- Determine who your leads are
- Project Potential Sales
- Write a script
Determine who your leads are

Project Potential Sales

Write a script

Training
Campaign Management

- Determine who your leads are
- Project Potential Sales
- Write a script
- Training
- Reporting
Great tool for starting off
Great tool for starting off

Find your groove
Great tool for starting off

Find your groove

Refocus
- Outline the Call
- Outline the Call
- Plan Ahead – Objection Responses
Script

- Outline the Call
- Plan Ahead – Objection Responses
- Include Information
Outline the Call

Plan Ahead – Objection Responses

Include Information

Practice!
Provide thorough at-a-glance information
Provide thorough at-a-glance information

Segment and Prioritize the Call List
<table>
<thead>
<tr>
<th>Account #</th>
<th>Name</th>
<th>Donor Level</th>
<th>Purchase History</th>
<th>List Segment</th>
<th>Assigned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>123456</td>
<td>Grimes, Rick and Carol</td>
<td></td>
<td>X X</td>
<td>Multibuyer</td>
<td>Jeff W</td>
</tr>
<tr>
<td>123457</td>
<td>Wayne, Bruce</td>
<td>Founder</td>
<td>X</td>
<td>Donor-Multi</td>
<td>Jeff W</td>
</tr>
<tr>
<td>123458</td>
<td>Kent, Clark</td>
<td></td>
<td>X X</td>
<td>Multibuyer</td>
<td>Jeff W</td>
</tr>
<tr>
<td>123459</td>
<td>Adama, William</td>
<td>Builder</td>
<td></td>
<td>Donor-Lapsed</td>
<td>Jeff W</td>
</tr>
<tr>
<td>123460</td>
<td>Solo, Han</td>
<td></td>
<td>X X</td>
<td>Multibuyer</td>
<td>Jeff W</td>
</tr>
</tbody>
</table>
Calling

- Provide thorough at-a-glance information
- Segment and Prioritize the Call List
Encourage callers to take good notes
<table>
<thead>
<tr>
<th>Last Attempt Date</th>
<th>Call Attempt</th>
<th>Last Attempt Result</th>
<th>Call Back Date</th>
<th>Call Back Time</th>
<th>Package Sold</th>
<th># Packages Sold</th>
<th>Donation Amount</th>
<th>Other Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/12/2015</td>
<td>1</td>
<td>No Answer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/13/2015</td>
<td>2</td>
<td>Call Back</td>
<td></td>
<td>1/19/2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/13/2015</td>
<td>2</td>
<td>Spoke With</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Broadway</td>
</tr>
<tr>
<td>1/13/2015</td>
<td>2</td>
<td>Sent Mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 Lion King tix</td>
</tr>
<tr>
<td>1/14/2015</td>
<td>3</td>
<td>Hung Up</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reason for Decision</td>
<td>Call Flags</td>
<td>Notes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>------------</td>
<td>-------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Level Donor</td>
<td></td>
<td>He just said Gotham needed him and try back next week.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefits</td>
<td></td>
<td>Just married - adding Lois Lane to account. Looking forward to date night!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Recovery</td>
<td></td>
<td>In the military so things get lost in the mail. Please send info to home address.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wookie hair all over his seat. Asked usher for a reseat but they called him a scoundrel. Very upset and doesn't want to come back ever again.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Reporting

- Encourage callers to take good notes
- Track Everything
### Week 7 Summary

<table>
<thead>
<tr>
<th>What did the Agents Do?</th>
<th>What did the Agents Sell?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Contacts</strong></td>
<td><strong>Units</strong></td>
</tr>
<tr>
<td>87</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>0</td>
</tr>
<tr>
<td>39.5</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Contacts per hour</strong></td>
<td>0</td>
</tr>
<tr>
<td>2.2</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Revenue per hour</strong></td>
<td>4</td>
</tr>
<tr>
<td>$263.61</td>
<td>0</td>
</tr>
<tr>
<td><strong>Gross Sales</strong></td>
<td>4</td>
</tr>
<tr>
<td>$10,412.50</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What did the Agents Cost?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Salary</strong></td>
<td>$425.38</td>
</tr>
<tr>
<td><strong>Total Commission</strong></td>
<td>$251.51</td>
</tr>
<tr>
<td><strong>Bonus</strong></td>
<td>$-</td>
</tr>
<tr>
<td><strong>Total Compensation</strong></td>
<td>$676.89</td>
</tr>
<tr>
<td><strong>COS</strong></td>
<td>7%</td>
</tr>
</tbody>
</table>

### Shift/Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Evening</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>39.5</td>
<td>39.5</td>
</tr>
<tr>
<td>Shift/Hours</td>
<td>Leads Closed</td>
<td>Units</td>
</tr>
<tr>
<td>------------</td>
<td>--------------</td>
<td>-------</td>
</tr>
<tr>
<td>New</td>
<td>Bdw Subs</td>
<td>4</td>
</tr>
<tr>
<td>New</td>
<td>Dance Subs</td>
<td>0</td>
</tr>
<tr>
<td>New</td>
<td>Temple Subs</td>
<td>0</td>
</tr>
<tr>
<td>New</td>
<td>Family Subs</td>
<td>0</td>
</tr>
<tr>
<td>New</td>
<td>Donations</td>
<td>4</td>
</tr>
<tr>
<td>New</td>
<td>Single Tickets</td>
<td>25</td>
</tr>
<tr>
<td>Renew</td>
<td>Bdw Subs</td>
<td>0</td>
</tr>
<tr>
<td>Renew</td>
<td>Dance Subs</td>
<td>0</td>
</tr>
<tr>
<td>Renew</td>
<td>Temple Subs</td>
<td>0</td>
</tr>
<tr>
<td>Renew</td>
<td>Family Subs</td>
<td>0</td>
</tr>
<tr>
<td>Renew</td>
<td>Donations</td>
<td>0</td>
</tr>
<tr>
<td>Renew</td>
<td>Single Tickets</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>33</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day</th>
<th>Day Hours</th>
<th>Evening Hours</th>
<th>Total Hours</th>
<th>Total Contact</th>
<th>Contacts per hour</th>
<th>Total #s Dialed</th>
<th>Monday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>#DIV/0!</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>0</td>
<td>13</td>
<td>12.5</td>
<td>39</td>
<td>3.1</td>
<td>103</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>0</td>
<td>17</td>
<td>16.75</td>
<td>34</td>
<td>2.0</td>
<td>86</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>0</td>
<td>10</td>
<td>10.25</td>
<td>14</td>
<td>1.4</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>#DIV/0!</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>#DIV/0!</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>#DIV/0!</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>0</td>
<td>39.5</td>
<td>39.5</td>
<td>87</td>
<td>#DIV/0!</td>
<td>216</td>
<td></td>
</tr>
</tbody>
</table>
Goal: If everyone on the team can maintain a 15% COS or less for Week 7 and 8, I'll order something delicious.
- Encourage callers to take good notes
- Track Everything
- Use your data
Call Team Management
Call Team

- Get some sales people
NOT A SALES PERSON
Call Team

- Get some sales people
Call Team

- Get some sales people
- Training
Call Team

- Get some sales people
- Training
- Perform like a call center
Get some sales people

Training

Perform like a call center

Compensation
Call Team

- Get some sales people
- Training
- Perform like a call center
- Compensation
- Keep your callers
Easy Sales Tips
Let me…

Closing the Sale
Let me…

Avoid “Yes” or “No” Questions
Closing the Sale

- Let me…
- Avoid “Yes” or “No” Questions
- ASK for the sale
Let me…

Avoid “Yes” or “No” Questions

ASK for the sale

Upsell/Cross sell
Closing the Sale

- Let me…
- Avoid “Yes” or “No” Questions
- ASK for the sale
- Upsell/Cross sell
- Are you selling tickets or benefits?
Call Backs

- Best chance for making a sale
Call Backs

- Best chance for making a sale
- Follow up is CRUCIAL
Call Backs

- Best chance for making a sale
- Follow up is CRUCIAL
- Don’t get discouraged
Thank them for their time and support
Thank them!

- Thank them for their time and support
- Very important part of the call
Thank them!

- Thank them for their time and support
- Very important part of the call
- Include a Thank You note with tickets
Thank them!

- Thank them for their time and support
- Very important part of the call
- Include a Thank You note with tickets
- They are already a guest – keep them!
Thank You!

Questions?