

Hey there!

**WE'LL
BEGIN
SOON!**



48



WELCOME

to our live discussion



today's discussion:

HOW TO ADD \$1MM IN REVENUE

By Simply Adjusting
Your Call Center Strategy



problem #1

You don't have
enough revenue.





problem #2

You feel like there
aren't enough calls.





problem #3

Your marketing seems
too expensive.





opportunity #1

Increase revenue by
booking more calls.



vitalstorm.com



opportunity #2

**Maximize your
current lead flow.**



vitalstorm.com



opportunity #3

**Grow your bottom
line and spend the
same on marketing.**





**THE CALL
CENTER
IS THE FIRST
IMPRESSION**

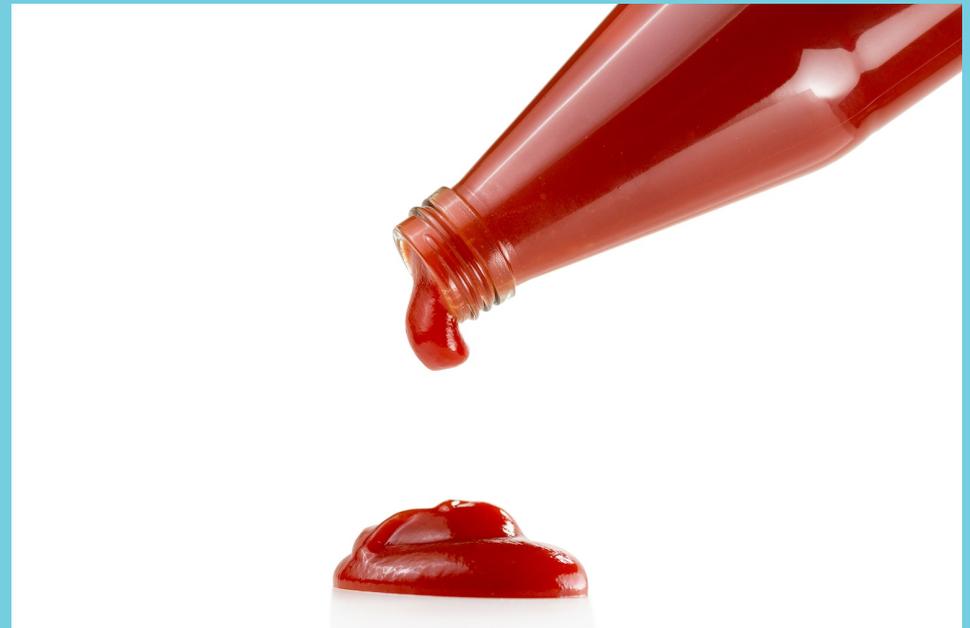


THE CALL CENTER SETS THE TECH UP FOR SUCCESS



IS YOUR CALL CENTER A BOTTLENECK?

- ✓ Adding \$1MM in Revenue.
- ✓ The 1 Tool for Finding Missed Opportunities (call tracking!)



If your average ticket is \$800, booking 24 more calls per week will drive \$1MM in sales...

$(\$800 \times 24 \text{ calls}) \times 52 \text{ weeks} = \$998,400$

... Not to mention, the lifetime value that will come in over the next few years!



24 CALLS IS SO DOABLE!

Got 2 CSRs?

That's only **12** more calls each week

Got 4 CSRs?

That's only **6** more calls each week
(just a little over 1 more a day!)

Got 6 CSRs?

That's only **4** more calls each week
(less than 1 more a day!)



Call Tracking is a MUST!

It is the most important tool
you give your call center.

Without it you are **blind**.

Ask Yourself...

1. Do I accurately know how many calls my call center receives each day/week/month?
2. Do I know how many calls are "lost?"
3. Have I heard how my call center sounds, on the phone with customers?

**You cannot answer these questions
without call tracking in place.**

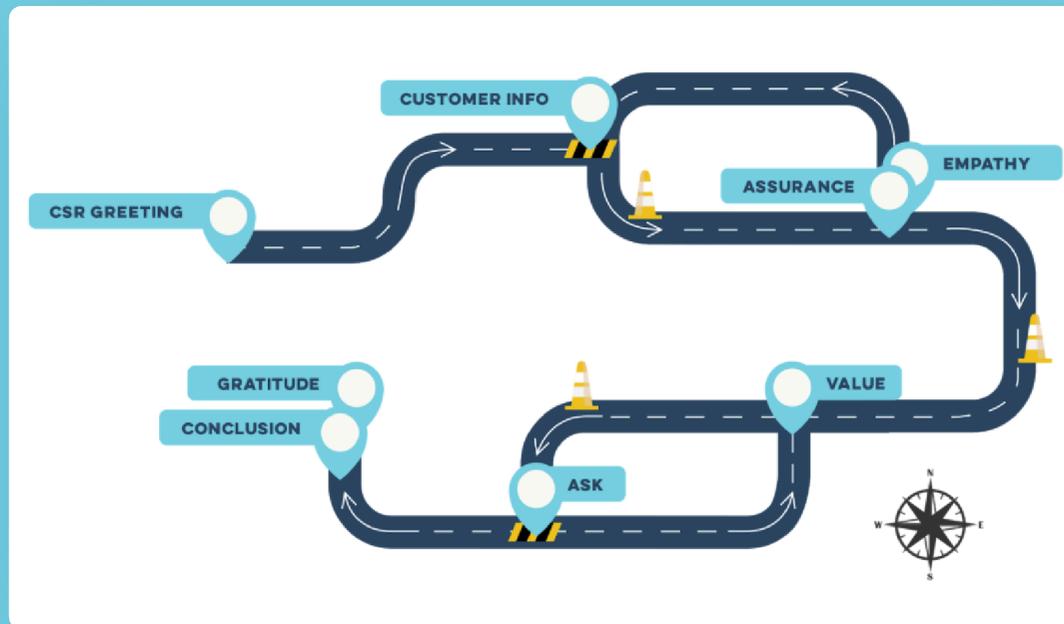


NOW, HOW CAN I BETTER EQUIP MY CALL CENTER?



THE VITAL 10

There are 10 components we've discovered in nearly every call reviewed from the most successful home service companies in the industry.



fundamentals

1. Greeting
2. Customer Info
3. The "ASK"
4. Conclusion
5. Gratitude



techniques

1. Empathy
2. Assurance
3. Value
4. Tone
5. Strategy





We truly LOVE sharing information with you.
Please contact us with any questions!

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