

Round Table devoted to telemarketing “Sales by phone. Practical experience” from the Ukrainian Call Center Association (UCCA)

April 12, 2012. Kyiv. In Kyiv hotel there will be held the second Round Table devoted to telemarketing “Sales by phone. Practical experience”. The event is organized by the Ukrainian Call Center Association under the auspice of the outsourcing call Global Bilgi.

For several years already the call center sphere professionals have been wondering how to turn a call center from a center of expenses into a center of profits. Here is the solution – sales by phone! It sounds attractive, but:

- how can one correctly organize effective process of sales via phone to new clients?
- how can one effectively organized sales of new products to the existing clients with outbound calls?
- how can one combine client servicing during incoming calls with selling of additional products to them?

The answers to these questions can not just be found in a textbook. These answers are unique for different countries, different companies and different products.

So what should be done? The solution is professional communication! It is necessary to constantly communicate with other specialists which sell by phone, to exchange experience, approaches. Professional communication with colleagues will help to find the most efficient approaches for selling of products and services via phone, as well as to avoid mistakes.

The Ukrainian Call Center Association invites everyone who is interested to visit the Round Table “Sales by phone. Practical experience”. The participation in the event have been already confirmed by professionals from the leading companies which represent different spheres – telecommunications, banks, outsourcing contact centres etc. They are united by one thing – all of them can sell by phone very well and are ready to share their experience!

«After the start of the crisis many companies have been looking for new sales channels. Telemarketing is one of them, but it is a highly technological channel which requires the presence of professional specialists with certain skills. Big success of the last year’s Round Table devoted to telemarketing has shown that there are not enough events in Ukraine which would allow people to gain new knowledge and exchange experience in this sphere. This Round Table is in fact the only event within the limits of which telemarketing specialists can communicate with one another and get acquainted with the best practices», said Valeriy Svetlov, CEO of Global Bilgi outsourcing contact center.

You can learn about the event in more details here: <http://cca.org.ua/2012/03/kruglyj-stol-prodazhi-po-telefonu-prakticheskij-opyt/>