

Project Report

NLP Message EngineeringSM increases sales over \$1.3 million per month!

A large financial services group needed to improve the efficiency of its outbound telemarketing for loan lead generation. They had 25 TSRs (18 FTEs) calling six days per week. The TSRs were trying to obtain loan applications over the phone to send to area branch offices for processing and closing.

The key elements in the project were the following:

1. Top management must understand and support process
2. The campaign must directly contact decision makers
3. A decision can be made and closed on the phone
4. Training is provided to all TSRs and supervisors
5. Supervisors are coached on how to implement the change
6. The existing scripts and training reviewed
7. Scripts are engineered for effectiveness
8. Scripts are edited based on feedback from TSRs
9. Ongoing TSR input is obtained and additional support provided

A presentation on The Unfair Advantage, (NLP and Message Engineering) was conducted for the senior executives in marketing, training, HR, and field operations. They saw the benefit possible from NLP applications to their scripts and training. With their support, the project was begun.

Dr. Lakin visited the call center and also a field office to gain a better understanding of the business and, most importantly, the customer. It was critical to know why people would do business with the client. It was also important to review existing scripts and determine if an engineered script could make a difference.

New scripts were written and presented to the TSRs and supervisors during a series of two-hour training programs, scheduled to balance the demands of the call center with the availability of the TSRs. (During a break in the program, one TSR and also one supervisor left to get on the phones and try the techniques--both "sold" an application during the 15-minute break! And it was the first time the supervisor had ever made an outbound call!)

The results were immediate but a little surprising. The scripts worked so well, customers were giving application information without fully realizing they were applying for a loan. The embedded messages worked almost too well. The scripts had to be immediately adjusted to make it clearer that the customer was making a loan application.

The second surprise was the difficulty the highest performing TSRs had accepting the new script. They did not want to abandon what had worked for them in the past. The supervisors had to show persistence and patience as they insisted that all callers must use the script.

Several changes were made to the script, some “authorized” and some not. (It is typical that supervisors or managers create their own versions of a new script, and this has to be diplomatically adjusted.) Also, some parts of the engineered script were difficult to deliver for some of the TSRs and needed to be edited. Mini-scripts were also written for some typical objections the TSRs encountered. One line was added to stop hang-ups at one point in the script. After about a week, the supervisors and many of the TSRs were strong believers and able to sell the scripts to the resistant TSRs.

And perhaps the most amazing finding—newly hired TSRs hit the top numbers almost immediately! The average number of calls per TSR dropped, because the new scripts took longer to complete. However, the number of “sales” per customer called (when the right party was available) increased substantially. The TSRs were getting 70% more applications per hour from fewer customer calls.

The results were as follows based on the week prior to training and the first full week after training:

| | |
|---|------|
| Average applications per hour BEFORE new scripts/training: | 1.01 |
| Average applications per hour AFTER new scripts/training: | 1.48 |
| Average applications/hour 3 weeks AFTER new scripts/training: | 1.6 |
| Average applications/hour 5 weeks AFTER new scripts/training: | 1.72 |

These numbers translate to over \$1.3million per month in increased revenue!

**For information on how you can
enjoy the power of The Unfair Advantage® and
Message EngineeringSM with your company,
call 1-800-541-2818.**

**Lakin Associates
25W484 Flint Creek Road
Wheaton, IL 60187-7373
www.lakinassociates.com**