

Unlocking your Sales Potential on the Frontline

SALES



Many service-driven companies realize the importance of their frontline customer service team. In the case of the linen, mat & commercial laundry industry, we refer to these people as Route reps, CSRs or Drivers. Maximizing the eyes and ears of your people in the field can help you grow sales and provide a better level of customer service.

For the past 20 years, many have tried to track frontline sales leads through pen and paper, or clunky in house systems, but let's face it, the initiative often fizzles out. **Your people in the field see everything – the most common customer issues, hear all their requests, notice trends, service deficiencies and pass sales opportunities all the time.** In most companies, however, there is no easy, effective or trackable way for them to share this precious intel.

As an effective manager, you should ask the question; how do we drive sales on the frontline efficiently and engagingly? To develop this strategy, you must focus on the emotional connection between the service team, sales team and your customers.

In most cases, communication between service in sales is often lacking. However, It is usually one of the best ways to grow your business.

Where to start?

First, be **specific and targeted** in your communication to frontline employees. Tell employees clearly what to look for.

For example, are you looking for new business's opening or upsell opportunities to further penetration within existing accounts. The more specific you are, the better the leads will be.

Second, Give them the tools to capture business opportunities efficiently. Ditch one-pager lead sheets that rarely get utilized. Lead capture needs to be quick and easy for it to sustain.

Moreover, **tell them what's in it for them.** Whether it is rewards, contests or positive reinforcement, it is integral in your pursuit to sell more in the field.

Furthermore, **monitor success & provide feedback.** Make a story out of your champions, so that everyone gets involved. It is vital to keep your lead generators in the loop with their referrals from start to finish.

As many businesses realize, it is much easier to retain and up-sell current customers than to acquire new ones. Research shows that quality face to face interaction with the customer is necessary, especially during times of need.

"In any industry that offers a service (or sells a product with an "embedded" service element), there are moments when the long-term relationship between a business and its customers can change significantly - for better or for worse. By supporting and developing the frontline emotional intelligence of its employees, it can ensure that more of those moments have a positive outcome."- McKinsey

Permanently, you can cement powerful relationships through your service team's ability to notice your customer's needs before their own agenda. A McKinsey study was done on Belgian, German, and Italian financial institutions. The research concluded that problematic moments for the customer are when they are most emotionally vulnerable. We call these "aha" moments. They are often making or break instances for your service employee to strengthen the bond or break it completely.

"After a positive experience, more than 85% of customers increased their value to the bank by purchasing more products or investing more of their assets; just as tellingly, more than 70% reduced their commitment when things turned sour," – McKinsey (see right).

Given the information, it is clear that every executive should pinpoint their customer's "aha" moment. And train their service employees to recognize these instances and provide an effective way to act on them. Over time, understanding these often profitable instances becomes embedded behavior. Although you can automate mail lists and phone calls to potential leads, nothing can replace the connection formed by a service team member during a customer interaction.

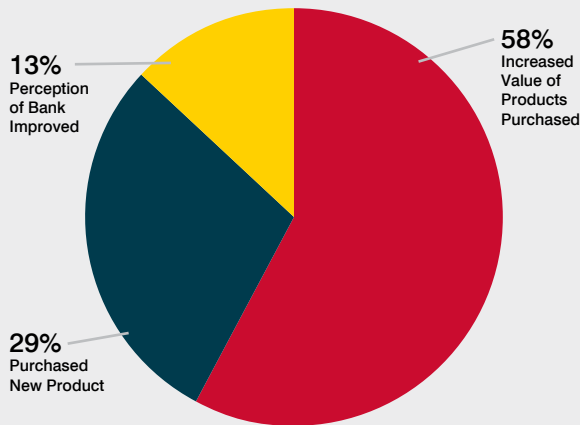
Wingmate & McKinsey have identified 3 Key Environmental Levers that will significantly influence a service employee's emotional intelligence:

Emotional Decision Making

% of subjects that made decisions based on positive or negative experience with the frontline

Positive Experience

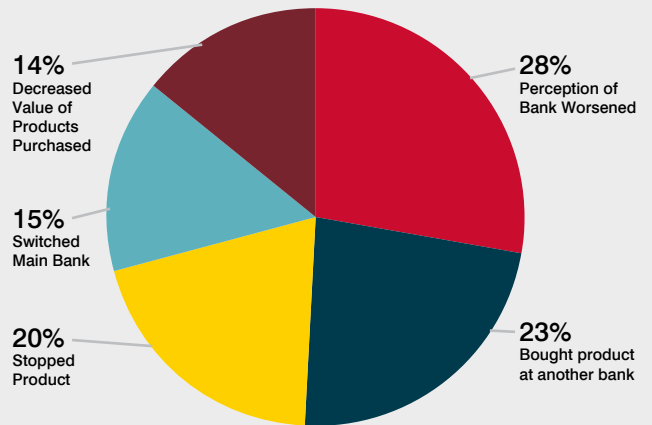
100% (1528 respondents)



Source: 2004 McKinsey surveys of consumers in Germany, Italy and Belgium

Negative Experience

100% (701 respondents)



“1. Creating meaning and clarity of purpose for people in frontline work, thereby addressing their thoughts, feelings, values, beliefs, and emotional needs

2. Improving the capabilities of employees—and influencing their mindsets

3. Putting structures, reward systems, and processes in place to back up these changes.”

All companies today can take steps towards nurturing their frontline’s customer interactions. Doing so will undoubtedly strengthen your current relationships, allow you to find new ones, and increase your growth.

WINGMATE improves organizations by empowering their people to capture in-field intelligence. No paper required, we seamlessly connect the frontline to the office, making it easy for everybody to earn rewards, contribute and communicate. Our mobile-first solution is built specifically for people on the go. It does not get any more accessible for your people to share the intel they come across, in seconds, resulting in more revenue, a tighter team and better customer service.

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