

## Mastering the Art of Call Path Control

### **Call Times are too long or too short!**

Negotiations take so much time!  
Discussions with others contain entirely too much rambling and dead air on the Telephone. These are on-going problems in the Nation's Biggest Call Centers.

### **STOP the problem with Call Path Control.**

Controlling a telephone call could be routinely done if the trainers teach it, the coaches coach it, and the agents adopt their ways to doing it.

We are taught at the grade school level to diagram a sentence, dot our i's and cross our t's, but no lessons are given on the art of communication, the art of negotiation, and certainly not the management of a conversation.

**It's time to change all that!** If you will take the time to teach your trainers, coaches, and agents how to manage a call from "Hello" to "Goodbye" you will be changing the world in a way that it definitely needs. Managing a conversation between agent and customer is essential to successful sales and customer service. Gently guiding the conversation between agent and customer is the best way to keep the time down and the sales and service levels up.

**Real change** in the way a call is handled requires a change in methodology. The method used today is archaic in some cases and just not seriously thought through in others. It's a known fact, that change isn't easy.

It appears that people don't even want to change. They say they do but they don't change anything! Too many people think change will simply occur over time and maybe it will, but if time is money what are you waiting for?

**Start by asking yourself these questions.**

### **Do I want:**

- Call Control
- Call times reduced
- Conversations clearer?
- To Guide the call toward a sale, up-sell or cross sell?
- To have more discovery of the needs of the client or customer?
- To keep the customer on the line longer for a more meaningful relationship?
- To have a more successful negotiation?
- To make suggestions and recommendations?
- To manage call contact in a pleasant way?
- To Train all my trainers to teach this?
- Higher profits and
- Happier Customers and Agents?

### **Prepare to change by doing three things:**

1. Listen to calls with new ears  
Listen for a:
  - lack of conversation flow
  - dead air
  - change in customer attitude
  - fear in voice of agent or customer
  - rambling conversations
  - meaningless exchanges
  - no questions from agent
2. Admit there is a challenge
3. Find Solutions with integrity

If you want to have all the good things mentioned, and you and your company are committed to excellence in customer and client handling, then it's time to put Call Path Control into your training curriculum, in your coaching program, and allow for Win-WIN-Win for the Company, the customer, and the Agent.

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