

Management Short Quiz to test whether their Agents need the LAMA Training

Do your Agents know how to respond to: “How much is it?” and give the customer a great feeling about the price?

Does your agent offer the Price in the same sentence with the customer’s name?

Are your agents “happy” to answer the questions about money?

Do your agents talk so long about the product or service that you hear snoozing sounds on the other side of the phone? (It’s not their fault. Someone else wrote the script.)

Does your customer feel acknowledged for calling and talking about their complaints, issues, or upsets? Does your agent say: “You did the right thing!”

Does your customer seem to hesitate when asked “Are you familiar with ABC company?”

Do you use the word rebuttal? Then pretend it doesn’t mean ARGUMENT?

Do your Agents refer to the features of your product as if they were benefits. Example: “It only takes a minute to brew you the cup of coffee?”

Is there always a question after the sales message so as to ask the customer if you are on the right track? We call this a trial close or permission to move on.

Do your agents know how to change the subject? (without making the customer feel wrong or stupid)

Is there ever dead air on your calls? (The only time it is okay is when the agent is checking on something and offers this explanation.)

Do your customers get irritated at anything your agent says? Or worse, everything?

Does your Agent feel in complete control of the path of the call? Confident? Does your Agent know when it is time to use “I” instead of “YOU” and Vice-versa. **Pronouns!**

Are your questions just for you to qualify the customers? *That’s about you not about them!*

My work is done here!

I love you all so much. Another rant from Judy...really I care about you

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