

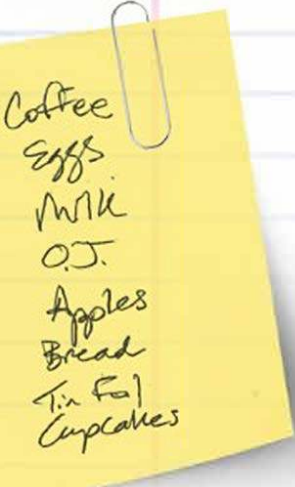


Start  
NEW  
JOB!



# HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL



## CHAPTER 8 CREATING YOUR PROBLEM MESSAGE



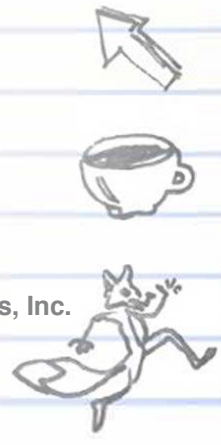
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CARAJANE MOORE & TOM SEARCY



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# HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL

## CHAPTER 8 CREATING YOUR PROBLEM MESSAGE

Problems	Outcomes	External Triggers	Internal Triggers
<p>Companies who buy from us are trying to solve one or more of these three key business problems:</p>	<p>Companies who have worked with our company have achieved these types of results:</p>	<p>Companies who have truly engaged in looking at us as a partner have been triggered by:</p>	<p>Companies who have decided to move forward usually did so under these conditions:</p>
<p>1. Compliance challenges and liability created by the roll of CFPB and TCPA.</p> <p>2. Lack of strategic partnership where vendors are reactive and not invested in process improvement.</p> <p>2a. More info: worried about the right engagement. Greater focus on relationship/engagement with their partner due to performance problems (SLA and/or SOW failure of current vendors). Client now feels they need to get more involved to improve performance.</p> <p>3. Collections process and interaction that is more focused on revenue and less on customer experience and brand protection.</p> <p>4. Pain: Customer is getting pressure to reduce expenses WITHOUT reducing customers.</p>	<p>1. Decreased CFPB Risk through proactive audits and compliance management systems. (protect clients from CFPB fines, TCPA lawsuits</p> <p>a. Risk mitigating technology (clicker app and voice analytics, thought leadership)</p> <p>2. Proactive use of analytics to monitor consumer trends and drive process improvement recommendations. (transparent, agile, engaged partnership)</p> <p>3. Improved customer retention and experience driven by situational responses crafted to drive NPS while maintaining performance. (Better scores on the customer service hall of shame ranking) could also tie analytics to</p>	<p>1. Pending audit, class action lawsuit, agency being investigated.</p> <p>2. Frustration with lack of engagement of current vendor network in participating in strategic improvements.</p> <p>3. Increase in churn rate, bad press tied to brand, poor benchmarking studies.</p>	<p>1. Regulatory pressures</p> <p>2. Pressure to focus on quality metrics and not just revenue (approach to customer interaction)</p> <p>3. Earnings/Expense pressure</p>



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Milk  
O.J.  
Apples  
Bread  
Tin Foil  
Cupcake



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16 anyone else staying

# HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL

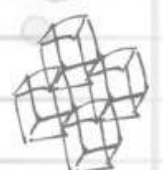


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