

Practice the art of successful selling with the 2P.



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Buyers are becoming more empowered and sales is getting more competitive. As sales best practices shift, no business can afford to stay on the sidelines. In the sales universe, it helps to have handy a streamlined methodology, which becomes the framework to guide agents on how to amplify sales. We, at [24]7.ai, can help you build a consistently powerful sales process with our 2P strategy, driven by proprietary text-mining models.

- A **'Pitch'** establishes the value of the products/services suitable to consumer's needs
- A **'Punch'** drives completion of sale within the interaction through compelling offers

By inculcating these practices into the standard sales process, agents can not only boost their conversion rate, but also upsell and cross-sell other products. The 2P strategy also underpins that a sale is not a one-time deal. The key is to find ways to keep your brand name in the customer's mind by driving value-based sales.

This approach has delivered impressive results for a large American retailer: With a 50% increase in usage of Pitch and Punch scripts, the conversion rate soared from 3.5% to 6.2% within a period of five weeks, and continued to improve thereafter.

Reply to this email to learn how our proprietary methodologies can improve your organization's performance.

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About [24]7.ai

[24]7 Agent Services, ranked #1 BPO by Global Fortune 500 clients for 22+ years with an unrivaled 90% success rate for the Best Vendor Ranking, offers diverse, thoroughly vetted, highly-skilled agents for every channel - who align with the brand's DNA. Lowering cost-per-interaction while boosting customer satisfaction, we outperform the client's best site by 10% with the best of technology, training, and analytics. We enhance customer experience through agent experience by equipping agents with AI to deepen engagement, accelerate accurate resolutions, and reduce average-handle-time. We empower our agents to become brand ambassadors that promote brand loyalty and excellence, thus building trust, upholding brand reputation, and revolutionizing strategies.