

3 Tips for Driving Leads from Customer Service to Sales

Description

Drive more leads from your customer service staff to your sales team with these three tips from BDU!

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3 TIPS FOR DRIVING LEADS FROM CUSTOMER SERVICE TO YOUR SALES TEAM



Create a list of trigger words or phrases

When a client says them,
the customer service rep
then knows to ask
qualifying questions.

Create a list of qualifying questions

These can help identify
additional needs and
opens the door for a
future call with the sales
team to discuss solutions.



Create alliances and rapport between teams

Consider pairing up sales
associates and customer
service reps, and offering
incentives for leads and
conversions.

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