

B2B telesales

CONTEXT

- A telecoms solutions distributor outsourced its remote sales cycle to effectively target small businesses and SMEs. The goal was to industrialize outgoing telephone prospecting and increase the volume of new customers while simplifying the contract process.

KPIs

- +1,700 new B2B customers per year
- Complete sales cycle handled remotely
- Optimized conversion rate through personalized support
- 100% of electronic signatures processed via Sell & Sign

OPERATIONAL SCOPE

- Outbound calls to corporate decision-makers
- Presentation of offers (fixed/mobile telephony, high-speed Internet, security)
- Preparation of personalized quotes
- Support until electronic signature via Sell & Sign
- Secure VPN access to the customer information system

CHALLENGES


- Optimize conversion rates for small and medium-sized businesses
- Reduce the sales cycle by digitizing the process
- Ensure secure compliance in commercial exchanges
- Guarantee a consistent message delivered by trained telemarketers

TAILORED APPROACH

- 1 Setting up a dedicated B2B telesales team
- 2 Ongoing training on telecom offerings and closing techniques
- 3 Optimized sales script focused on customer needs
- 4 Seamless integration with customer tools for quotes and contracts



 www.advancia-teleservices.com

 26, rue Socrate – ZAC
Khéreddine – Le Kram 2015 -
Tunis - Tunisia