


# Introducing A Unique Approach to Improve Call Center Performance

**We Put Proven  
Classroom Techniques  
To Work In  
The Workplace.**



**McCOY**  
enterprises

*"Our Goal Is to Focus On Yours"*



**Despite challenging times, the Call Center  
of a Fortune 50 Telecommunications Company  
increased its revenue over 10%.**

**McCoy Enterprises' Performance  
Enhancement Program™ made it happen.**

**The Program:**

McCoy Enterprises Performance Enhancement Program™ is a 3-step program designed to increase sales and customer service behaviors by optimizing the behaviors of Customer Service Representatives. The program first diagnoses a client's challenges, then teaches - and reinforces - implementable skill sets to both the representatives and their managers.

**What Makes The Program Unique**

McCoy Enterprises Performance Enhancement Program™ is the only mentoring program that uses learning techniques proven in the classroom to make the workplace more proficient.

Joe McCoy, Founder & CEO McCoy Enterprises, spent years as an educator and sales executive before he started turning start-up companies into multi-million dollar businesses. What Joe observed in the classroom he later saw in the workplace: no matter how enthusiastic the student or talented the teacher, new methodologies are not retained if they are not reinforced.

**What Makes The Program Extraordinary**

The teaching and reinforcing of proven learning techniques is what makes our program unique. But other factors contribute to its success as well.

To truly understand a business, one has to have worked in it. McCoy Enterprises has considerable experience in sales, customer service, and the call center business. In addition to holding senior management positions, Joe McCoy spent 10 years working front-line sales with his customer-facing sales and service teams. With that exposure, Joe observed what strategies and tactics work, and has instructed his team to teach those methods ever since.

McCoy Enterprises has first-hand knowledge of the call center business, and we know how to leverage that knowledge. For example, we understand the kind of results that corporate sales units need to deliver. We know the types of sales techniques to which customers respond. And we have proof that when coached correctly, employees not only learn the effective skill sets, they retain them.

*"When a student learns a new concept in a school classroom environment, he continues to work with it all semester and ultimately owns it. That's because he went through a daily process of trial and error, in other words, constant reinforcement.*

*In the corporate world, I saw employees learn a new concept in a training class, and then never use it again. It became clear to me that immersion - followed by constant and consistent reinforcement - is crucial if you want a newly learned behavior to last."*

*Joe McCoy, Founder & CEO McCoy Enterprises*

## The Program, Step by Step:

**Step 1: Diagnosis.** First, we ask senior management to define their objectives. Then, we set out to learn all about their products and their customer's needs. The next step is to observe the team behavior to see what behaviors they use. After studying and processing all of the above, we develop a customized strategy to meet senior management's objectives - often times exceeding them.

**Step 2: Immersion.** Customer Service Representatives are taught, trained and coached. The groups are kept small to give each representative one-on-one attention. Various teaching tools are incorporated into the training, such as interactive activities and role-playing. In this way, the "students" stay motivated and the lessons are put into action right away.

**Step 3: Reinforcement:** We can't stress enough how important the reinforcement step is to obtain optimal results. We, at McCoy Enterprises, reinforce not only the representatives, but also the team leaders who manage them.

**"Our one-to-one coaching gives sales reps immediate feedback so they can put into practice what they've learned right away - and every day. That's what drives long-term results."**

**Paul McHugh,  
VP Leadership & Customer Service**

### ***Reinforcing the Representatives.***

To fortify the new skill sets learned by the representatives, we place McCoy Enterprises coaches right into the work scene at the call center. These seasoned professionals act as mentors. They listen in on calls, giving immediate feedback. They also make it a point to build the sales representative's confidence by commending them on their good habits, such as probing for needs and looking for up-sell and cross-sell opportunities. This "embedding" of our mentors with the representatives both builds on their good habits and gives them the confidence they need to garner maximum results from the new techniques they've learned.

### ***Reinforcing the Team Leaders***

The McCoy Enterprises mentors for team leaders all have experience as call center managers and sales managers. They know the challenges, they know the rewards, they know the drill. What these mentors do is provide one-on-one training to managers. They teach techniques that have been proven to keep the representatives motivated and on track. The goal is for the team leaders to continue to reap the rewards of The Program long after we leave the site.



# The McCoy Enterprises' Performance Enhancement Program™ delivered big results for the Fortune 50 client.

It can do the same for you.

## The Case Study

### The Client:

Fortune 50 Telecommunications Company

### The Challenge:

- Educate and motivate 170 Customer Service Representatives.
- Increase sales.
- Continue momentum after program is completed.

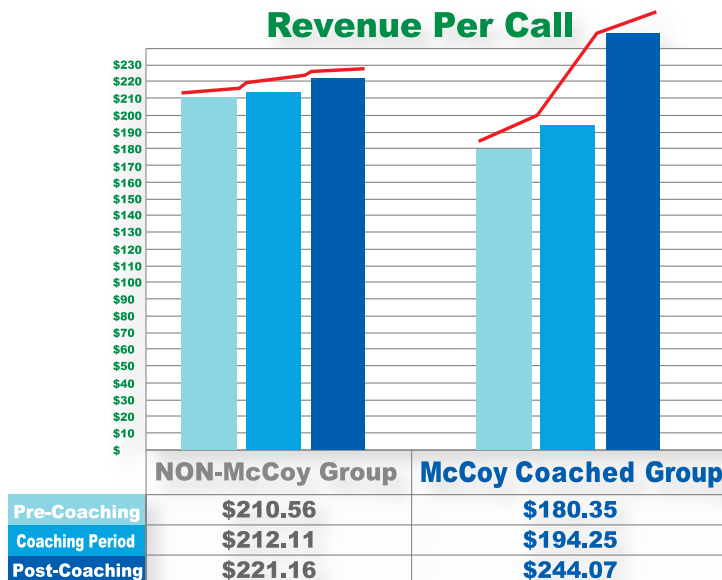


### The Results:

In less than six months, the client saw earnings of \$319.30 in additional revenue for every dollar spent. The client saw this phenomenal ROI because sales-per-call grew an average of 36% for each of the 170 Customer Service Representatives who participated in our program.

### Satisfied Customer

In the case of this Fortune 50 client, our diagnosis of their needs resulted in a customized program that included a 2-day immersive workshop for the 170 Customer Service Representatives, followed by a reinforcement program that included side-by-side sales mentoring. The results speak for themselves: average revenue per call increased by 36% across all the representatives.



In addition to the increased revenue, The Program bolstered the representatives' confidence, which resulted in higher morale in the call center. And all managers know that high morale results in greater productivity and reduced personnel operational costs related to sick leave and turnover.

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