

Experience+



Many customer service reps are uncomfortable with the idea of selling, because they worry it compromises the service relationship. So they resist engaging in sales conversations, and miss opportunities to grow revenue.

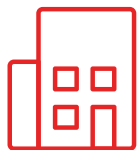
OVERVIEW

Experience+ empowers reps to approach selling as service. An Other-Centered® orientation enables them to increase receptivity, build stronger customer relationships, and expand account share.

STRUCTURE

Experience+ is a two-day program designed around four modules: **Role, Relationship, Partner, and Other-Centered® Offer**. Each step builds the foundation for the next, equipping reps to have deeper, more valuable customer interactions while driving higher satisfaction, retention, and revenue.

FORMAT



Onsite



Virtual



Train the Trainer

BENEFITS



Higher customer satisfaction and retention



Lower customer churn



Fewer call escalations



We help reps deliver in the moments that matter most

IDEAL AUDIENCE



Customer Service Representatives



Customer Success Managers






Customer Experience Representatives



Inside Support Teams

Program Framework + Results




Role

-  Reps struggle to shift their mindset from order-taker to customer advocate.
-  Embrace their role as customer advocate and ambassador, and learn how to deliver an outstanding customer experience.
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 - **Framework for ensuring the optimum customer experience:** Embracing your role, enhancing relationship, following an Other-Centered® process, and developing critical service skills.

EXPECTED OUTCOME

Reps reframe how they see their role, empowering them to proactively lead each customer interaction, so customers get a more complete experience instead of a transactional one.




Relationship

-  Reps communicate in ways that cause already tense or frustrated customers to close down rather than open up.
-  Develop an Other-Centered® communication approach that removes tension and enhances the customer relationship.
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 - **MetaMessage:** The meaning behind what you say, and what the customer actually hears.
 - **Drop the Rope®** technique for releasing tension when a customer is closed or frustrated.

EXPECTED OUTCOME

Reps master the capabilities to relieve tension and ensure the best possible customer experience, leading to fewer escalations and stronger customer relationships over time.




Partner

-  Reps lack a clear process for delivering a genuine, customer-centered experience.
-  Master the mindset and capabilities needed to truly serve each customer, even under challenging circumstances.
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 - A five-step framework (Connect, Discover, Support, Check, and Thank) that provides a consistent, repeatable structure for every interaction.

EXPECTED OUTCOME

Reps will have an established process for consistently exceeding customer expectations, so every interaction delivers the same quality experience across every interaction.

Other-Centered Offer

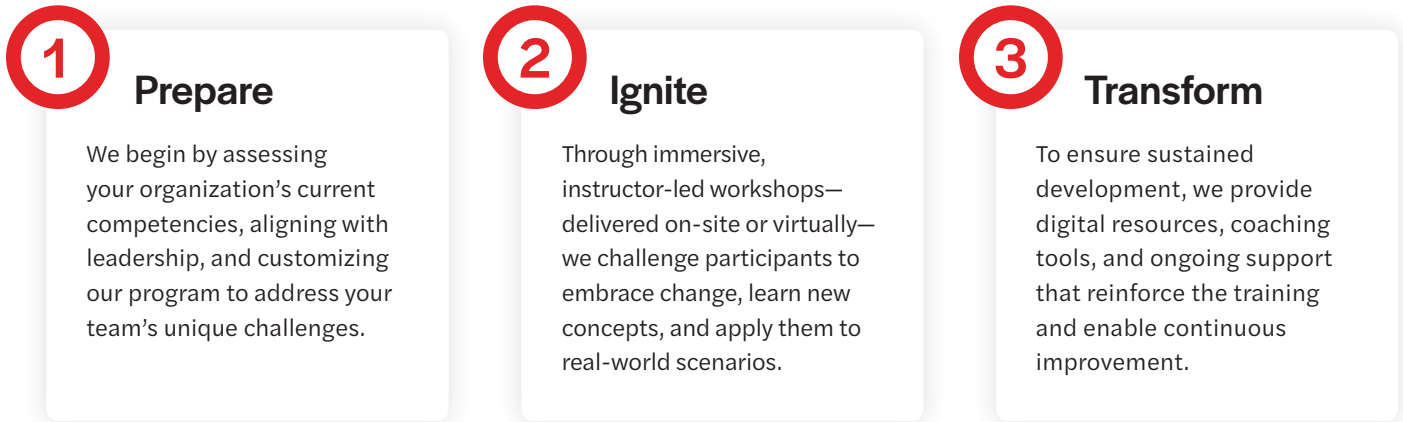
-  Difficulty presenting offers in a way that feels genuine rather than transactional.
-  Learn to make an Other-Centered® offer that both serves the customer and generates revenue.
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 - **LEAD to Why:** Listen, Empathetically, Acknowledge, Drop the Rope®.
 - **Check Your Six** to determine clarity on what was communicated and barriers to purchase.
 - **Other-Centered® Benefit:** Clearly communicate how the product or service uniquely helps the customer.

EXPECTED OUTCOME

Reps become more comfortable with the idea of selling in a way that enhances the service relationship, so that offers happen more often, feel more genuine, and land better with customers.

ASLAN's Process to Drive Lasting Results

ASLAN Training & Development employs a structured, three-phase process to drive lasting behavior change in sales organizations, ensuring each participant fully embraces and applies the training.



What Our Clients Say

“When ASLAN was hired, our goal was to grow from just under \$700 million to \$2 Billion. **We achieved the goal in just three years and ASLAN played a key role.** Not only do they have the best sales development programs but their ability to learn our business and customize the program was exactly what we needed to transition our sales force.”

— Director of Learning, Fortune 500 Telecommunications Company

“Within the first four months of implementing ASLAN's program, **appointments set with cold prospects jumped by 300% and engagement rates increased by 808%.**”

— Director, Fortune 1000 Life Insurance Company

Ready to Drive Transformative Results?

Discover how Experience+ can be tailored to meet your team's unique goals and challenges. Schedule your complimentary consultation to explore how we can drive meaningful change and lasting results in your organization.

[SCHEDULE A CONSULTATION](#)



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