AUDIO INCLUDED BELOW

teleXpertise,inc.
"the telesales eXperts"

Losing Weight or Losing Business?

Get them in the Door!

A weight loss company routinely invested millions of dollars on television, print and radio advertising campaigns. As with most of their competitors, they offer **a *get them in the door*** pricing program. In this case, it was an annual fee of $39 for "all the weight you can lose." No food was included in this plan. As with all ***get them in the door*** promotions, the ultimate goal is to upsell the client to a more expensive program once they... ***get them in the door***. In this case, the "other" programs ranged from $50-800 per month.

Mystery Shopping Campaign Objective—Explain the $108K Profit Gap

One objective of the campaign was to explain a $75K Profit Gap that developed between two counselors in the same branch, working the same hours with the same industry and telesales experience.

One of the counselors converted slightly more calls to appointments (85%-74%) than the other. Also, one agent had a much higher revenue per sale (equivalent to $75K annually) than the other.

Mystery Shopping Scenario

Within several days of an advertising campaign a shopper calls with a simple inquiry, "I saw your ad for $39/year. Can I buy just that or do I have to buy your food plans for more money?"

Ann and Kathy

The counselor is expected to control the call by setting an appointment for the customer to visit the center personally. After all, you got to ***see them, to sell them***! So listen to both calls and determine who is creating the $75K Profit Gap and, more importantly, *WHY*?

"Ann" audio to left—click to play
"Kathy" audio to left—click to play

Who did you choose?

Some corporate servers automatically filter out the audio file from this document. If there is no audio file here, please call us and we can send it to you!

877-767-6762 x103

- **Call Jim Garey to discuss which counselor created the $108K Profit Gap.**
- **If you concluded that Sue created the Profit Gap—guess again!**
- **That's right, Anne was the culprit!**
- **WHY?**

877-767-6762 x103

(Both calls are anonymous recreations using word-for-word scripts from the original mystery shopping calls.)