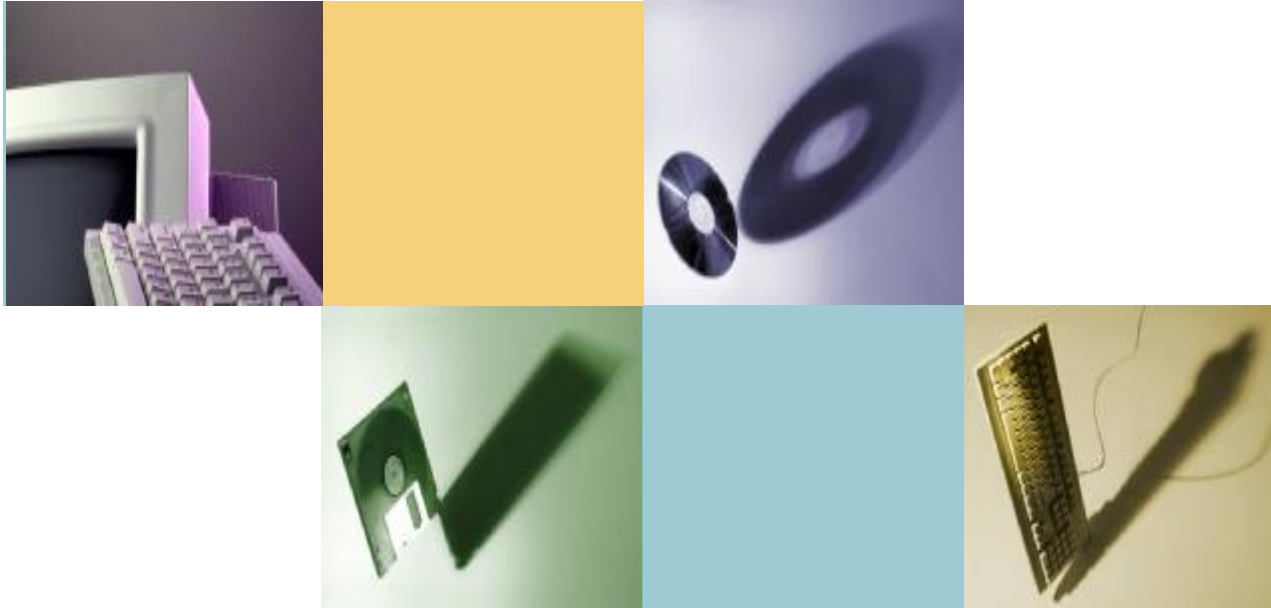


# 梦想助力销售



# 梦想助力销售

快乐的工作环境-----培育梦想的土壤

有效的能力培养-----实现梦想的能力

明确的绩效方向-----我们共同的梦想



# 明确的绩效方向-----我们共同的梦想

客户需求

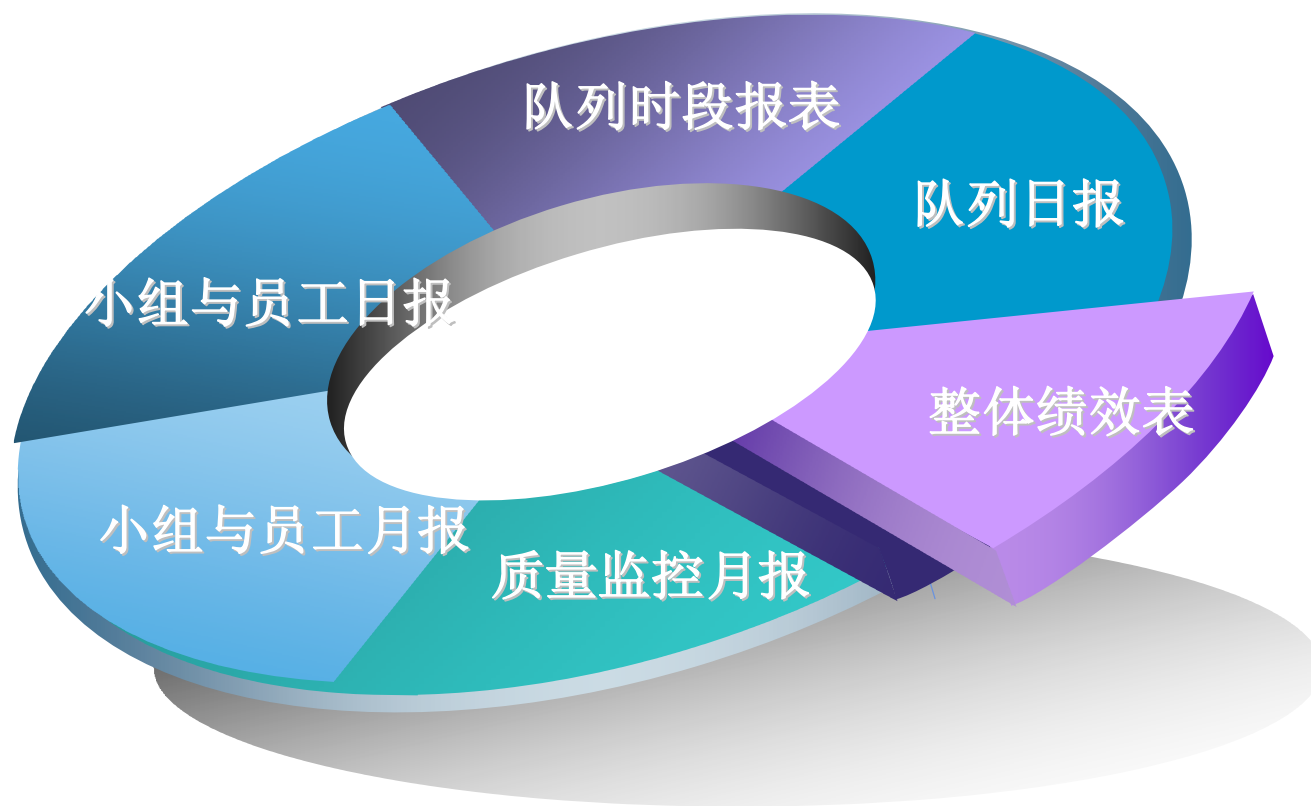
企业需求

员工需求

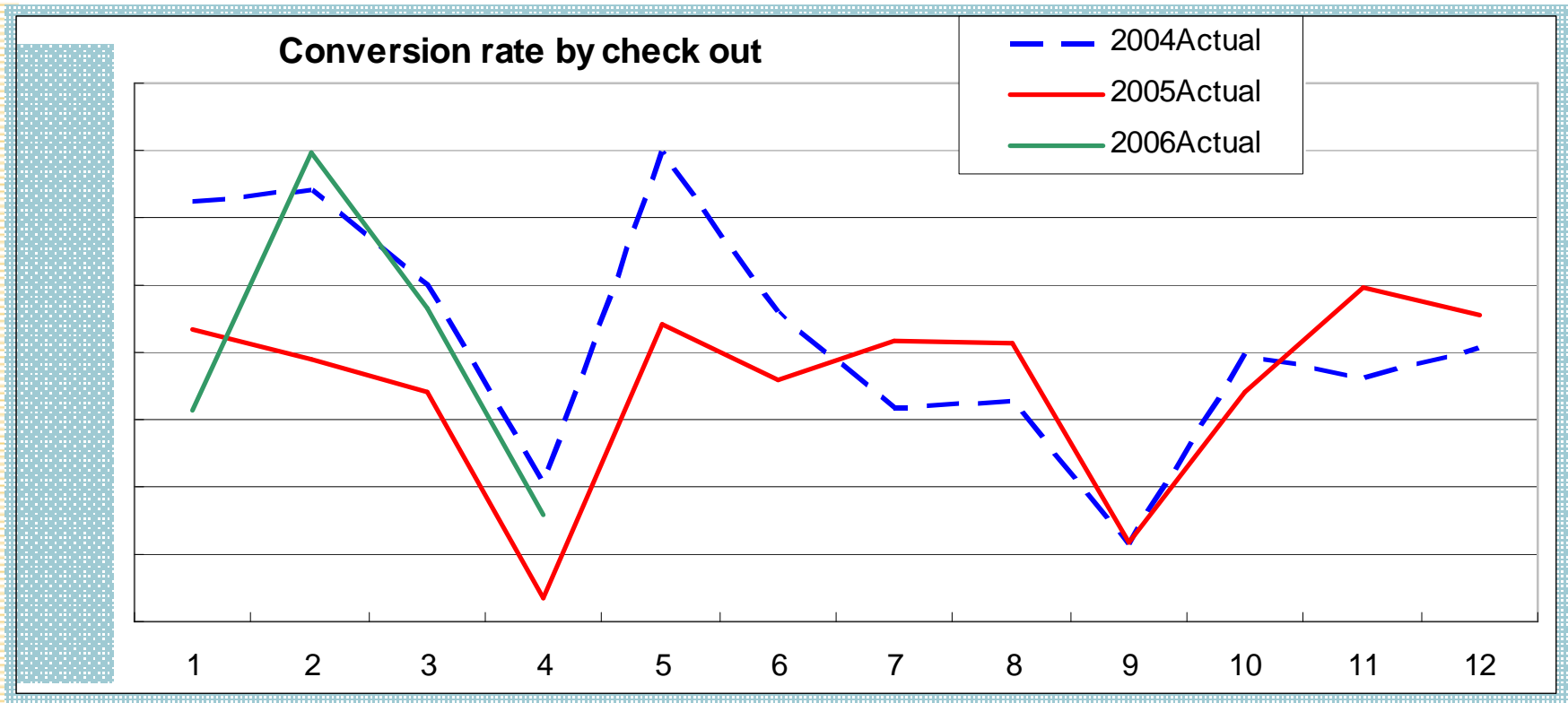
流程需求



# 收集整理数据—重要表格

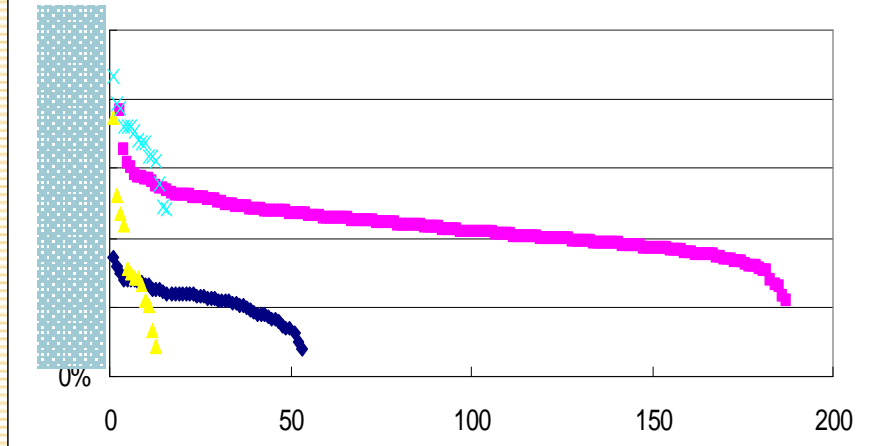


# 转化率指标



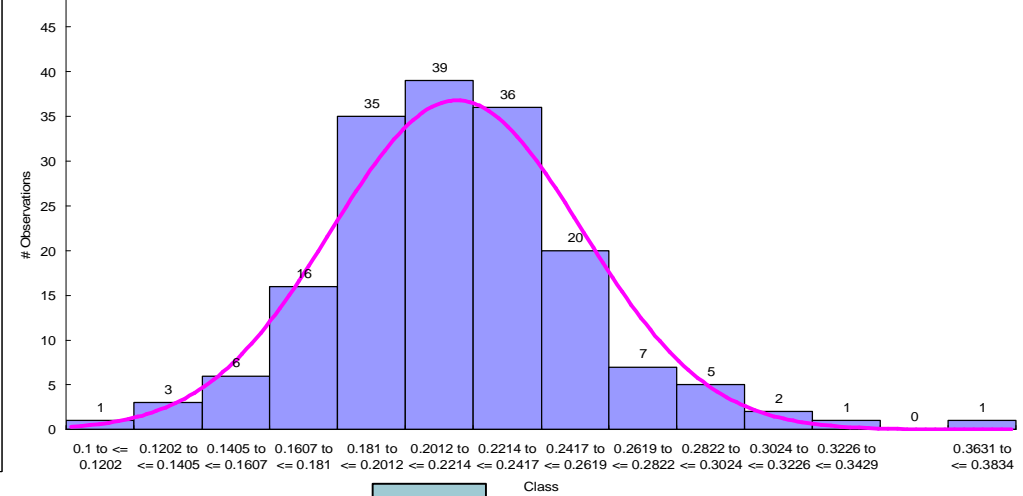
# 转化率细化分析

Com.conversion by agent - Oct 05 (inc air) ◆ BD ■ FIT ▲ ENG × VIP

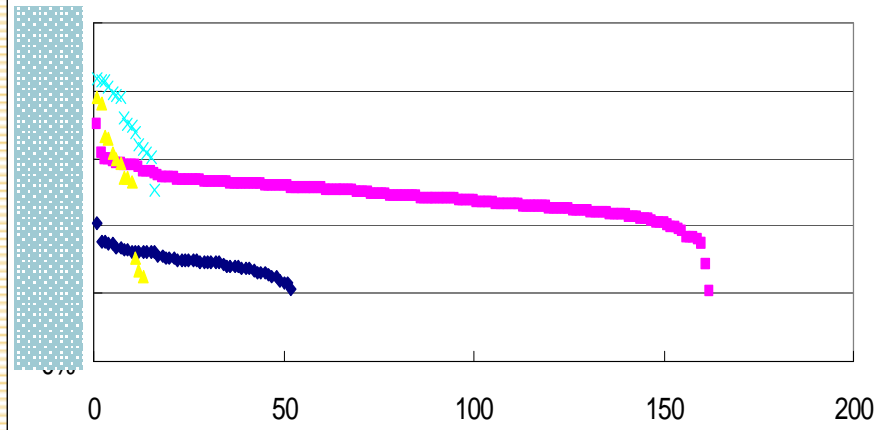


Normal Distribution  
Mean = 0.2163  
Std Dev = 0.0377  
KS Test p-value = .4073

Com. Conversion distribution in FIT day shift - Oct 05

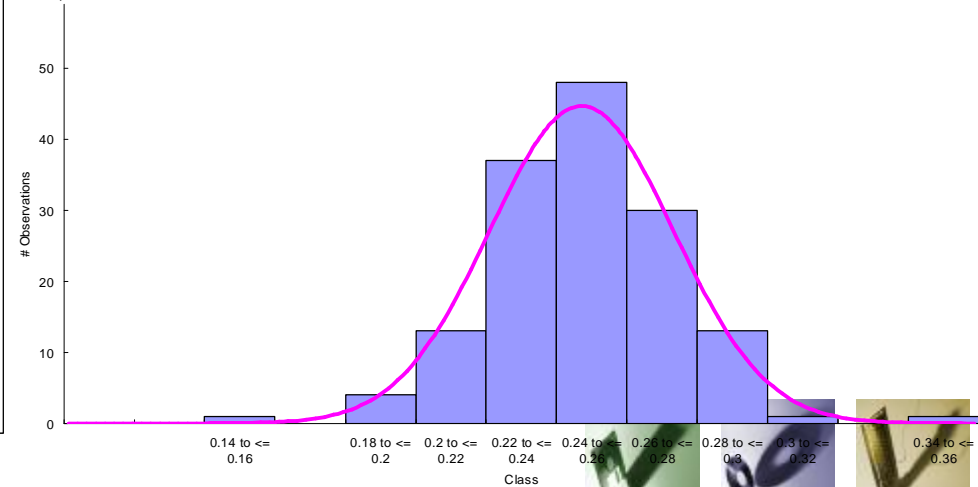


Com.conversion by agent - Mar 06 (inc air) ◆ BD ■ FIT ▲ ENG × VIP



Normal Distribution  
Mean = 0.2473  
Std Dev = 0.0264  
KS Test p-value = .3421

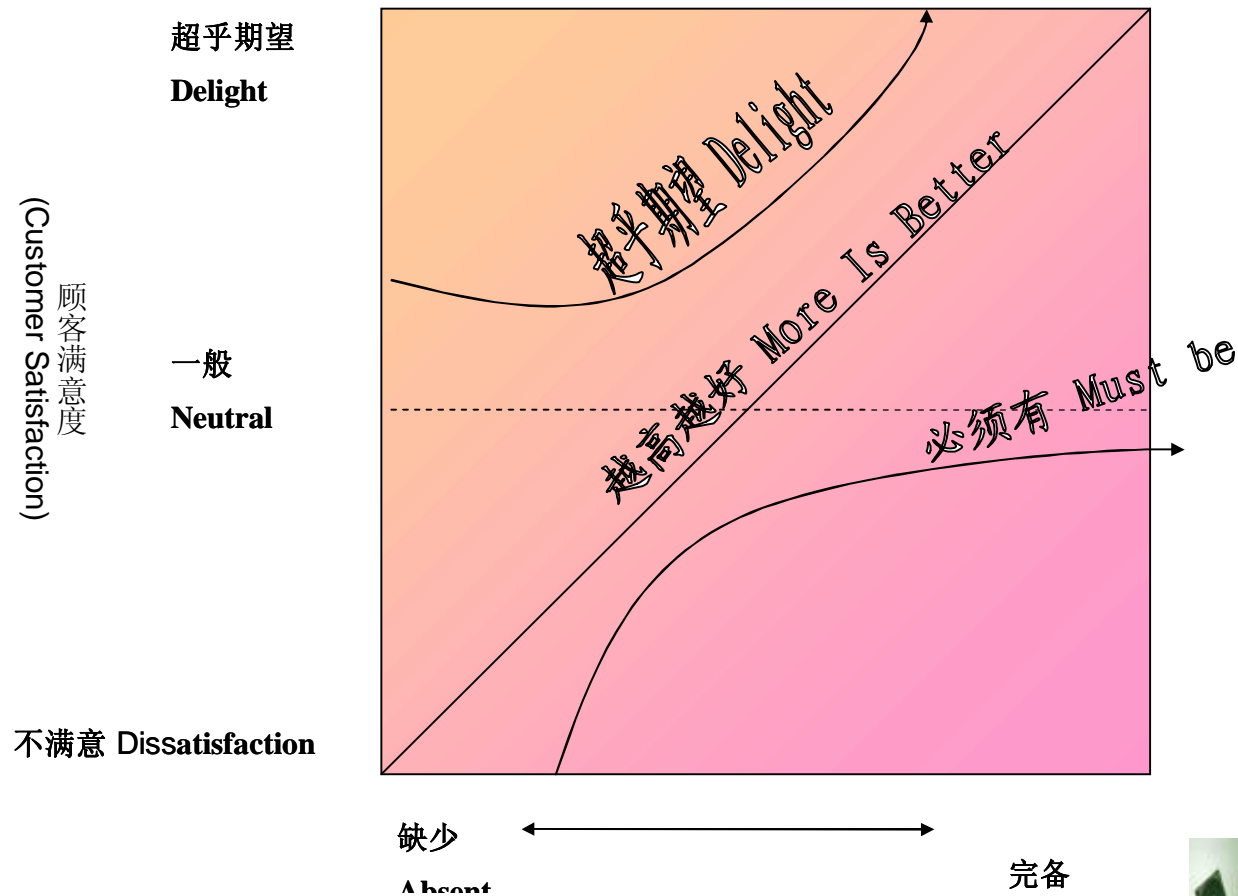
Com. Conversion distribution in FIT day shift - Mar 06



The gap between top and bottom agent has been decreased significantly through effective training, new reward system and quality control

# 有效的能力培养-----实现梦想的能力

- 案例1：以点带面：销售六步骤和赞美客户



## 案例2：建立自信：什么提升了我的转化率？



30%

50%

70%

85%





# 快乐的工作环境-----培育梦想的土壤

快乐的工作



成长

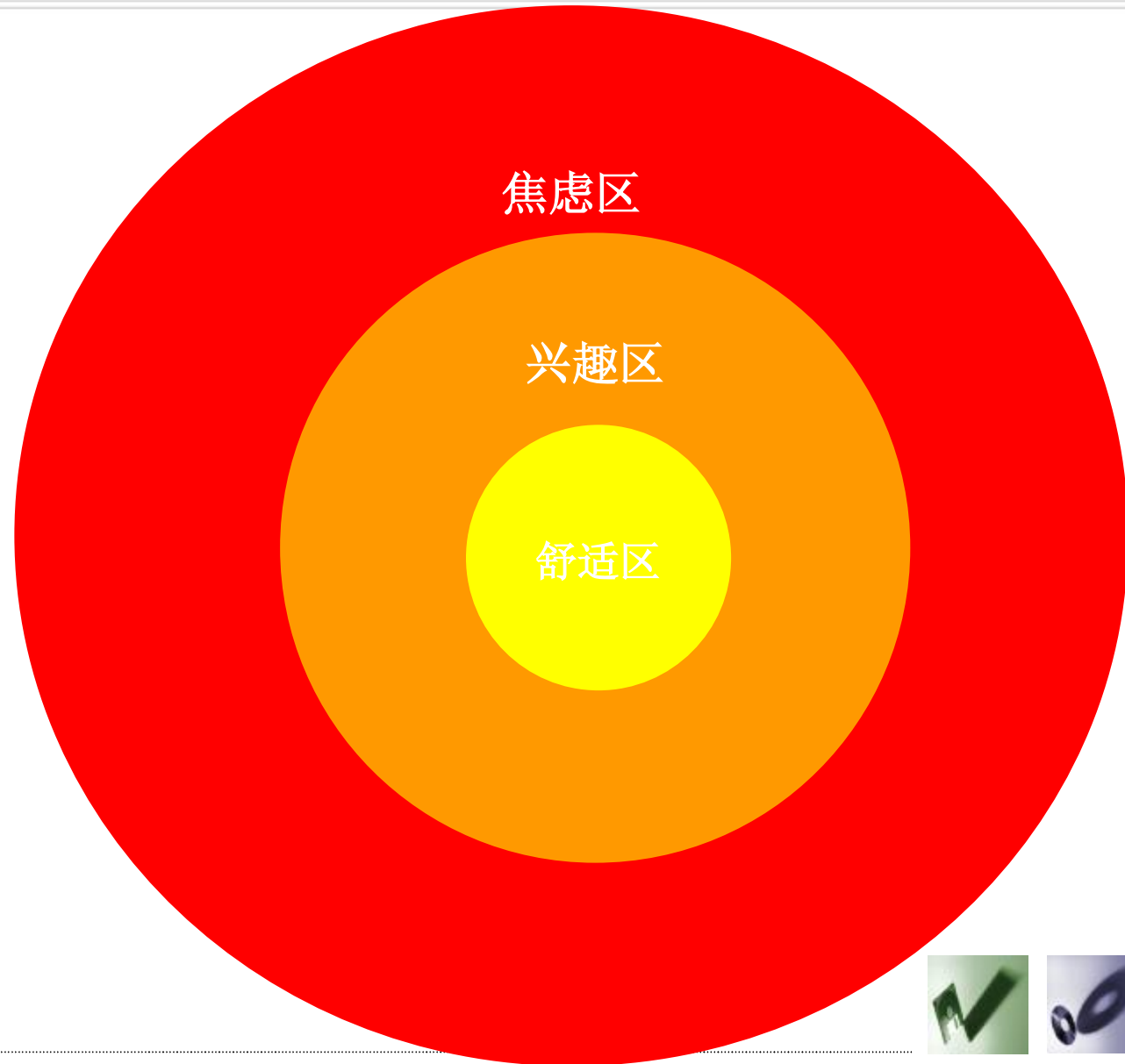
关注

支持

爱



# 成长图



# 案例3：一杯水的故事



# 让呼叫中心成为我们每个人心中的梦想

