

TIPPING
POINTS

Focused learning point.by.point

HOW IS THE OVERALL PROCESS SHAPED?



STARTING SITUATION

Many sales, service and support centres and branches share the same woes: Costs are high, time and resources scarce, routine thrives - quality suffers.

The call for training or coaching sessions grows loud, in order to help improve the situation and find a quick and sustainable way of increasing employee motivation and performance. However, the desired results are not always achieved.

WHAT IS A TIPPING POINT?

When we say **Tipping Point**, we are describing conversations which need to be changed if customer expectations are to be fulfilled or even exceeded. Typically, there are several of these **Tipping Points** in every conversation and every meeting. **Tipping Points** are your company's quality messages, which call for a clear and recognizable need to take action.

WHEREIN LIES THE CHALLENGE?

The challenge lies in understanding the expectations of the end customer, in “translating” them into clear and comprehensible action plans and in continually conveying them to the employees whilst motivating them at the same time.

A customer assesses a meeting based on four criteria: speed, friendliness, accuracy and resolution rate. The **Tipping Point Training System** ensures top performance in every aspect of all four criteria.

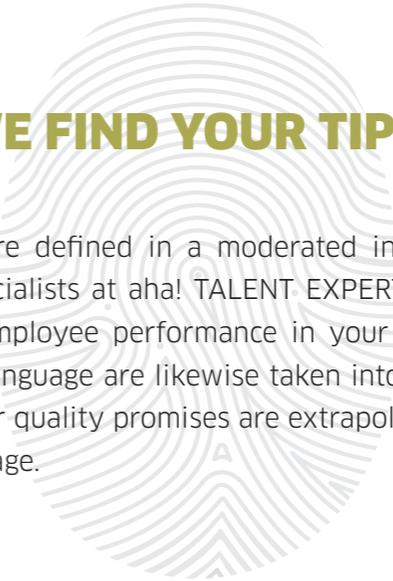
HOW DO WE KNOW THIS?

The **Tipping Point Training System** is the result of many years of experience working on national and international projects for our parent company the SELLBYTEL Group. The premises required internally and externally are transparency, efficiency and optimum quality. These premises have constantly driven us to develop training strategies which ensure the required goals are met and which can also withstand any and all inspections from the outside.

The **Tipping Point Training System** is the result of many optimisation processes in service, support and sales organisations with the widest array of requirements and challenges. The method has proven itself hundreds of times in practice and will be finely tuned by specialists at aha! TALENT EXPERTS to meet your requirements.



SUCCESS FACTOR
TIPPING POINT



HOW DO WE FIND YOUR TIPPING POINTS?

The **Tipping Points** are defined in a moderated initial workshop (panel of experts) with the specialists at aha! TALENT EXPERTS and those responsible for employees and employee performance in your company. Specifics such as desired company language are likewise taken into account, as are process-related phrasings. Your quality promises are extrapolated and expressed using the appropriate language.



INTERNAL MULTIPLIERS

WHO WILL BE RESPONSIBLE FOR IMPLEMENTING THE TIPPING POINTS ON AN ONGOING BASIS IN YOUR COMPANY?

In order to be able to literally press down on the **Tipping Point** or to bring about a change, we need multipliers. We refer to these multipliers as quality ambassadors. The quality ambassadors are employees selected by you who then undergo a series of training sessions carried out by the experts at aha! TALENT EXPERTS. This is usually management personnel, who have a successful way of dealing with customers in their role as leaders carrying the highest responsibility.

Using jointly developed “scripts”, they are able to focus a small number of employees on the relevant **Tipping Points** within a short amount of time. We refer to this motivational focussing process as the **“Tipping Point Lesson”**. The **Tipping Point Lesson** has immediate and lasting success.

ADVANTAGES OF THE
**TIPPING POINT
TRAINING SYSTEM**



“AUDIBLY” EFFECTIVE IMMEDIATELY



**COST-EFFECTIVE, AS IT IS COVERED BY
YOUR OWN RESOURCES**



**EFFECTIVE BY MEANS OF GOING BACK
TO BASICS**



**MEASURABLE IN TERMS OF RESULTS THROUGH
THE SCALA-
BILITY OF THE DESIRED ACTION**



**THE METHODOICAL EXPERTISE ACQUIRED BY
THE QUALITY AMBASSADORS
CAN BE PRIORITISED AND ADJUSTED AT ANY TIME**



**SUSTAINABLE DUE TO THE INDEPENDENCE
FROM EXTERNAL RESOURCES**



**FAILPROOF, AS IT HAS ALREADY BEEN
SUCCESSFULLY IMPLEMENTED HUNDREDS OF TIMES**



MOTIVATING

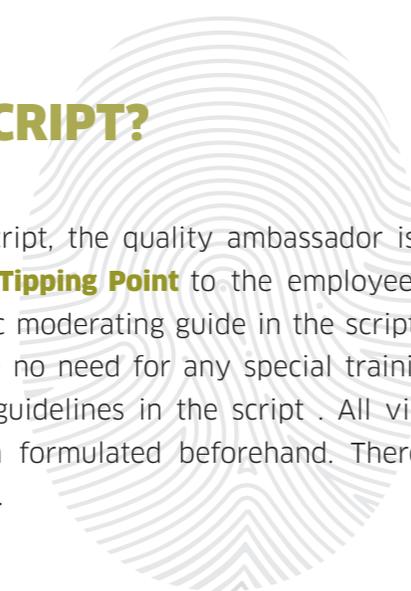
HOW ARE YOUR QUALITY AMBASSADORS SET UP FOR THE TASKS THAT LIE AHEAD?

The quality ambassador's training session is split up into two blocks. In the first block, the quality ambassadors receive the basics of "Roles & understanding", in order to become familiarized with the **Tipping Point Training System**. They are introduced to the basics of compiling these "scripts".

In the second block, other **Tipping Points** are analysed; scripts are compiled, aids for moderating are prepared and the **Tipping Point Lesson** is constructed. Under the leadership of our specialists, moderation is then practised using relevant examples. The multipliers are given the tools for a captivating, enthusiastic and long-lasting **Tipping Point Lesson**. You are then ready to go.

FULLY
PREPARED





WHAT IS A SCRIPT?

With the aid of the script, the quality ambassador is then in a position to optimally convey the **Tipping Point** to the employees. The multiplier finds the methodical/didactic moderating guide in the script designed by him/herself. There is therefore no need for any special training skills, as the multiplier can rely on the guidelines in the script. All visualisations and worksheets will have been formulated beforehand. There is a script for each **“Tipping Point Lesson”**.

WHAT HAPPENS IN A TIPPING POINT LESSON?

Tipping Point Lessons are short, interactive learning units lasting a maximum of 30 minutes with up to five employees. Each lesson deals with one **Tipping Point**. Focusing on one topic for a short period of time is advantageous in that only the content relevant to the respective employee is covered.

A methodical/didactic moderation with the aid of scripts and worksheets specifically designed for this purpose ensures swift learning success and immediate transfer into practice. With the **Tipping Point Training System**, reachability and availability are only reduced to a minimal extent; employees can participate in day-to-day tasks instead of spending the whole day in training sessions.



IT WORKS.

HANS RUPPRECHT, COMMERCIAL DIRECTOR CUSTOMER SERVICES

"The learning effect from focussing on the key topics individually is enormous. Our employees are impressed with the format of the training course and are really motivated to implement the individual **Tipping Points** into their work. The quality of our calls has noticeably improved."

AYTAC GÜL, OPERATION MANAGER

"...The feedback from my manager and executives was consistently positive. Staff like the fact that the content relates directly to their work and can be implemented quickly."

DANIEL LOSERT, OPERATION MANAGER

"...Clear and positive effects on employee performance."

MIRIAM KAMMERER, OPERATION MANAGER

"...Very positive! And fast! Staff enjoy it and the effects are long-lasting!"

OLIVER BARTH, OPERATION MANAGER

"...An increase in motivation! An increase in quality! Personnel development!"



QUALITY
WHICH IS **SUCCESSFUL**



WHAT IS THE DIFFERENCE BETWEEN TIPPING POINTS AND OTHER SYSTEMS AND WHAT IS THEIR ADDED VALUE?

The crucial advantage of the **Tipping Point Training System** lies in its focused and enjoyable approach. Preparing the **Tipping Points** ensures that even the most complex issues can be reduced to clear messages, which can then be repeated as often as desired using your own resources.

The system is ideally suited tonational and international branch systems and to service, sales and support organisations. The level of individualisation is as high as your customer expectations require.

THE SELF-LEARNING ORGANISATION?

Tipping Points is not a train the trainer system. It is based on the principle that significant and sustainable changes can be ensured simply through lasting repetition. And when long-lasting learning is achieved, behaviour quickly changes for the benefit of all those involved.



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