Outcome not Process

A script generated with love & prompts by Malpani Ventures

You are the business development representative of CSM, a B2B SaaS company selling customer service software to a company. Your prospect is the Customer Service Manager, and you know that their main pain point is reducing response time.

You schedule a call with the Customer Service Manager to understand their current workflow and the challenges they face in responding to customer inquiries. Your objective is to help identify pain points and then give a befitting demo covering all those points to show the benefit and positive outcome of using CSM

What script will you use to show the outcomes, benefits, and incentives of using CSM while giving your prospect a demo?

Introduction

Thank you for taking the time to speak with me today. I understand that reducing response time is a top priority for your customer service team, and I believe that CSM can help you achieve that goal.

Pain Points

- [ ] Can you tell me more about your current customer service workflow and the challenges you face in responding to customer inquiries?
- [ ] How does your team currently track and manage customer inquiries?
- [ ] What are the biggest pain points that your team experiences in responding to customer inquiries?
- [ ] How do these pain points affect your team's productivity and customer satisfaction?

Benefits of CSM

- [ ] With CSM, you can automate and streamline your customer service workflow, reducing response time and increasing customer satisfaction.
- [ ] CSM offers advanced routing and escalation features, ensuring that customer inquiries are routed to the right agent and resolved in a timely manner.
- [ ] Our platform also includes robust analytics and reporting capabilities, providing insights into your team's performance and identifying areas for improvement.

- [ ] By using CSM, you can improve your team's productivity, reduce response time, and enhance the overall customer experience.

Demo

Let me show you a demo of how CSM works and how it can benefit your team.

- [ ] [Provide a demo of CSM, highlighting the features and capabilities that address the pain points identified earlier.]

Conclusion

- [ ] Based on our discussion, it seems like CSM would be a great fit for your team and help you achieve your goal of reducing response time.
- [ ] If you're interested, we could start a pilot program where you can test out CSM and see how it works for your team.
- [ ] During the pilot, we'll provide you with full support to ensure that you get the most out of the platform.
- [ ] Alternatively, we could discuss the fees and pricing options available, and find a plan that best suits your budget and requirements.
- [ ] Would you like to move forward with a pilot program or discuss pricing options?