

# Other-Centered® Selling for Contact Centers



To shift from reactive order-taker to trusted partner, inbound reps need to lead the conversation. That means engaging with customers in a way that enhances receptivity, uncovers unmet needs, and opens up new opportunities to serve.

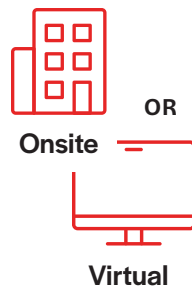
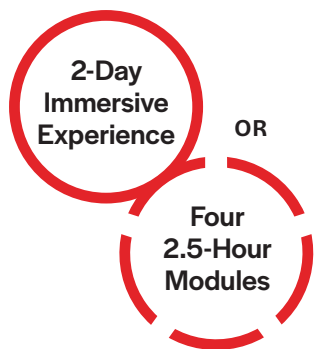
## OVERVIEW

Taking an Other-Centered® approach to inbound sales enables contact center reps to move beyond scripted upsell prompts and decision trees. The result is higher sales per call and greater overall contribution to revenue.

## STRUCTURE

OCS for Contact Centers is a one-day workshop built around five modules: **Establishing a Foundation, Engage, Discover, Build Value, and Advance**. Each step addresses the unique challenges of inbound sales in a fast-paced, modern contact center, and provides a clear process for interacting with prospects and customers across all channels.

## FORMAT



## BENEFITS

**44%** Other-Centered Reps **outperform** their peers by an average of 44%.



Overall **improved** customer experience.



We help reps live **better** and sell better.

## IDEAL AUDIENCE



Inbound Sales Representative



Account Managers



Inside Sales Managers



Customer Success Managers

# Program Framework + Results

## Establishing a Foundation

- ⊗ Many reps see selling as manipulation, and end up executing sales techniques halfheartedly in an effort to avoid damaging the customer relationship.
- 🎯 Reframe selling as the highest form of service.
- ⚙️
  - **Self-assessment** to reveal the current sales approach.
  - **Drop the Rope®** to reduce tension in every interaction.
  - **Proactive Other-Centered® approach** to meeting customers' stated, unstated, and unstated emotional needs.

### EXPECTED OUTCOME

Participants embrace their role and develop the right mindset to enhance receptivity. This leads to increased upselling and cross-selling opportunities.

## Engage

- ⊗ Cross-selling and referral opportunities slip by when customer interactions are limited to providing service, not solutions.
- 🎯 Transition from reacting to each request, to leading customers through a consultative process.
- ⚙️
  - **Other-Centered® approach** for establishing a leadership position on each call.
  - **An Other-Centered® roadmap** and real-world examples of an effective one in action.

### EXPECTED OUTCOME

Transition from reacting to each customer request to consultatively leading conversations. Reps create solutions tailored to the unique needs of every customer.

## Discover

- ⊗ Most reps only focus on customers' stated needs instead of uncovering new opportunities to serve.
- 🎯 Validate the customer's point of view and discover decision drivers before making recommendations.
- ⚙️
  - **Question flow** to discover needs and decision drivers.
  - **Learn to LEAD:** Listen, empathetically acknowledge and Drop the Rope® to enhance receptivity.
  - **Take the Trip®** to validate the customer's point of view.

### EXPECTED OUTCOME

Reps move from simply meeting the customer's service needs to exceeding expectations.

## Build Value

- ⊗ For a recommendation to truly land, the customer has to both understand and feel the value.
- 🎯 Learn how to demonstrate value and deliver Other-Centered® benefits that connect directly to customer needs.
- ⚙️
  - **A three-step model** for identifying and resolving barriers to commitment.
  - **Real-world examples** of Other-Centered® benefits.

### EXPECTED OUTCOME

Reps make recommendations tailored to the customer's needs, making it easier for them to understand and connect with its value.

## Advance

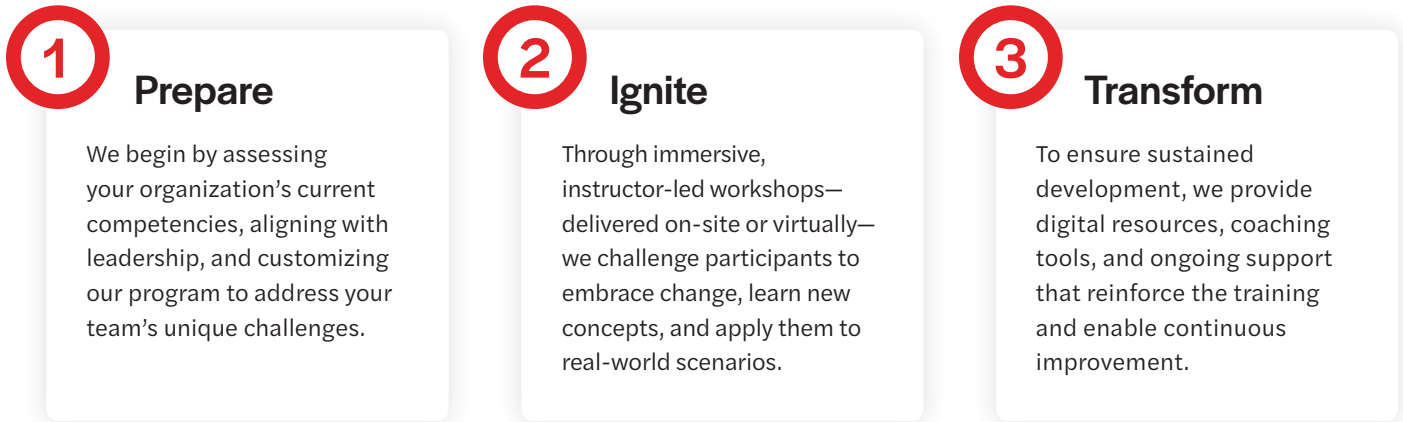
- ⊗ Reps need to know when and how to make an Other-Centered® offer.
- 🎯 Learn how to ask for a commitment at the right time and in a way that feels natural, not pushy.
- ⚙️
  - **Real-world examples** of Other-Centered® offers and when to use them.
  - **Frameworks** for identifying customer barriers and concerns, gaining commitment to the next best step, and communicating sincere appreciation.

### EXPECTED OUTCOME

Reps increase the number of Other-Centered® offers made, resulting in higher revenue per call.

# 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 the Other-Centered® Selling for Contact Centers approach 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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