

**Areas for improvement:**

**1. The initial contact and introduction are awkward and lack precision: • Robin:** "Hello? Hello?"

"This is Robin, I'm calling about the product range"

eco-friendly."

- **Problem:** Robin doesn't fully introduce himself and doesn't clearly state the purpose of the call from the outset. It would be better to start with a more structured and professional introductory sentence, such as, "Hello, I'm Robin, a sales representative at NexTrendish. I'm calling following your request for information about our eco-friendly range."

**2. Lack of clarity: • Mr.**

**Chaban:** "Which range? What are you talking about?" • **Problem:** Robin doesn't clearly explain the range or the products from the outset, which creates confusion for the customer. He could start by giving details about what the eco-friendly range includes.

**3. Unprofessional response:**

- **Robin:** "Well, you asked to be contacted again on our website."

- **Problem:** The use of "Ben" gives an impression of familiarity Inappropriate and improvisational. More formal and professional language is needed.

**4. Lack of preparation: • Robin:**

"As for the prices, I don't know, I don't have them on my list." • **Problem:** Not having pricing information during a sales call is a mistake that can put you in a difficult position. It demonstrates a lack of preparation and can cause the client to lose trust.

**5. Inappropriate response to the customer's request: • Mr.**

**Chaban:** "That's kind of you, but I need more information before..."

"I need to decide."

- **Robin:** "Ah, okay, well, I'll look into it and call you back later..." • **Problem:** Instead of trying to meet the client's needs, Robin seems to abandon the conversation without attempting to clarify the requested information. He could have offered to look for the information immediately or send it to him by email.

**6. Closing the call: • Mr.**

**Chaban:** "Yes, let's do that, goodbye." • **Problem:** The

conclusion of the call is not very engaging. Robin could

to conclude on a positive note, such as offering a follow-up or a commitment to call back within a specific timeframe.

## OPENCLASSROOMS

### Summary of areas for improvement:

- **Professional introduction** : Introduce yourself clearly and with a specific purpose. • **Clarity of information** : Be prepared to explain the product range and its benefits.  
It is therefore essential to master your offering. • **Appropriate language** : Use formal and professional vocabulary. • **Preparation** : Have all the necessary information (price, characteristics of the products) within easy reach.
- **Proactivity** : Listen to the client's needs and respond to their requests rather than postponing. • **Engaging closure** : End the call on a positive and proactive note, with a follow-up planned.

By correcting these points, applying **SBAM**, and having a **CROC** call script , Robin could improve his sales skills and establish a more positive relationship with Mr. Chaban.