

Selling Techniques for Upselling

Length: 1 Day

COURSE CONTENT

OUR BUSINESS PURPOSE WITH OUR CUSTOMERS

- Clarifications of business goals and purposes of our Business

CROSS SELLING OR UPSELLING

- Our goals
- Benefits of cross selling/upselling to our customer

OUR GOALS ON EACH TELEPHONE CALL

- Building customer loyalty by meeting and exceeding customer expectations
- Adding value to the customer by cross selling
- Introducing new products
- Increasing sales

THE TELEPHONE CALL

- Improving The Structure Of Your Telephone Call
- Ensuring That We 'Position' The Call & The Relationship So That We Are Better Placed To Cross Selling And Upselling
- Building Rapport With Our Customer

CORE SKILLS TO IMPROVE THE CONVERSATION SO THAT WE CAN LEAD UP TO UPSELLING

- Listening Skills
- Using The Customer's Name
- Good Questioning
- Positive Language

WHAT ARE OUR PRODUCTS?

- The Group Refreshes Their Product Knowledge
- The Products We Offer & The Benefits Of Each For Our Customer Groups

CORE SALES SKILLS

- How To Introduce And Sell Our Products
- Positive Confident Language
- Good Language To Sell The Value Of This Product
- Gaining Agreement And Positive Closes