

Workshop Title	Up-selling & Cross-Selling Workshop
Workshop Duration	2 Days
Workshop Description	<p>In today's highly competitive landscape, it is essential that everyone in the organization sells regardless of their position or job scope. This workshop was developed to assist sales and service professionals to learn how to up-sell and cross-sell in their daily interactions with the customer.</p> <p>This workshop will provide the essential and fundamental soft-skill elements associated with understanding Cross-Selling and Up-Selling anything.</p>
Who Should Attend?	<ul style="list-style-type: none"> • Sales Professionals • Service Professionals
Workshop Objectives	<ul style="list-style-type: none"> • Create excitement when interacting with the customer; • Understand the relationship between customer focused sales and customer service; • Learn how to incorporate cross-selling and up-selling to the inbound customer service call; • Learn to create product benefits in the mind of the customer; • Apply cross-selling and up-selling sales techniques; • Develop ways to manage customer objections and their indifference; • To develop a personal sales success action plan.
Workshop Outline	<p>Module 1: Creating The Branded Sales Experience</p> <ul style="list-style-type: none"> • Passion to Exceed Customer Delight • The 4 Levels of Sales Experience: Must, Should, Could and WOW! • The Specific Steps to Deliver the Branded Customer Experience Capturing Customers Emotions and Excitement <p>Module 2: Customer Service and the Sales Mindset</p> <ul style="list-style-type: none"> • The Relationship Between Service and Sales • The 3 Stages of Sales in Service – Like, Credibility and Trust • Develop Specific Steps to Use Service to Cross-Sell and Up-Sell

	<p>Module 3: Strategic Up-Selling and Cross Selling</p> <ul style="list-style-type: none"> • Develop Your Cross-Selling and Up-Selling Map • The 5 Key Statements and Words to Gain Customers Interest and Attention • Using the Right Probing Questions to Uncover Customers' Pain <p>Module 4: Telephone Up-Selling and Cross Selling Closure</p> <ul style="list-style-type: none"> • Understand How to Utilize the Phone to Up and Cross Sell • The Verbal Buying Signals and 10 Closing Techniques to Secure Sales • Using the Various Telephone Up-Selling and Cross-Selling Techniques <p>Module 5: Handling Customers Objections</p> <ul style="list-style-type: none"> • The 4 Basic Objections: Too Expensive, No Need, No Hurry, No Confidence in Product • The Objection Handling Strategy: Acknowledge-Diffuse-Response Approach • Overcome The Objections: Developing Scripts for Handling Objections <p>Module 6: The Way Forward – A Customer Focused Sales Culture</p> <ul style="list-style-type: none"> • Continuous Development of the Knowledge, Skills, Attitude and Habits of a Sales Professional to Create a Customer Focused Sales Culture • Develop Long Term Objectives, Short Term Goals and Immediate Targets with the SMART Technique • Personal Action Plan: Developing a Commitment
<p>Training Methodology</p>	<p>The training methodology will include short high impact lectures, extensive role-plays, exciting games, thought provoking activities, presentations, discussions, idea sharing with continuous evaluation and real-time feedback from the facilitator.</p>