SALES UPSELLING TRAINING

"Sales training teaches you how to find out what the customer needs, not just what they want." - Brian Tracy

Are you looking to boost your sales and increase customer satisfaction? In this course, you will learn how to effectively identify customer needs and tailor your sales pitch to meet those needs. Discover important techniques and strategies to upsell and cross-sell products, increasing your revenue and enhancing customer loyalty. From this course you will gain valuable skills to confidently and naturally approach any customer and offer them the best solutions for their specific needs. Join us and take your sales skill to the next level!

Key Course Content:
- Understanding the importance of upselling in driving revenue and business growth.
- Learning effective communication skills to uncover the customer's specific needs and pain points
- Learning effective questioning techniques to gather information about the customer's needs.
- Identifying cross-selling opportunities by understanding the customer's buying behaviours and habits
- Developing strategies to position products or services as solutions to the customer's needs
- Learning how to tailor sales pitches and offers based on the customer's identified needs
- Blueprinting the sales process
- Asking the right questions
- Practicing persuasive communication skills to effectively present upselling options to the customer.
- Practicing overcoming objections related to upselling

Target Audience:
The course can be tailored for the specific cohort involved in the sales process.

Duration:
This course is available as a 1-day course or a truncated ½ -day course.

Delivery:
This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.

Group Size:
We recommend a group size of 4-10 people.

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