

Customer Up-Selling

This program will give a new or experienced salesperson tools that will help them to up-sell or cross-sell.

Program Content:

Customers Buy from People They Like

- Creating a relationship of trust
- Determining what the customer wants versus what they need and why it makes a difference

Overcoming Objections

- What constitutes an objection
- Why you should introduce the objection first and overcome it
- Be honest and sell more

Closing the Sale and Following up

- Asking for two sales is easier than you think
- How up-selling and cross-selling saves time and money

Maintaining the Relationship

- Why follow-up sales are easier once the customer has experienced success
- Relationships with clients are better when more than one sale is made