

CROSS SELLING

Key focus

1. Participants will learn the basis skills in Cross Selling Skills.
2. To develop interpersonal skill to enhance their selling performance.
3. Build rapport with customers.
4. Participants will understand the power of developing current key accounts.
5. Participants will take back 6 Steps to effective Cross Selling.
6. Recommend products & services to existing customers from the key areas.
7. Participants will take back the 4 quadrants of effective communication.
8. How to further Up-Sell.

Who will benefit

Key Account Management & Customer Service Personnel

Methodology

Lecture, Role Play, Group Discussion, Video

Take The Next Step

Day one

1. Positive mental attitude

- ▶ Changing Mindsets and maintaining a positive mental attitude
- ▶ Getting rid of fears of approaching customers.

0900-1030

Morning tea break

1030-1045

2. Make a friend

- ▶ A Five step process to making a friend out of an absolute stranger
- ▶ To help participants build rapport quickly with customers

1045-1300

Lunch

1300-1400

3. Art of probing

- ▶ Participants are introduced to 3 types of gentle probing as not to make customers feel intruded.

1400-1530

Afternoon tea break

1530-1545

- ▶ Participants are taught to build rapport while identifying the real need & benefits of the customers

1545-1700

Take The Next Step

Day two

4. Listening to Need & Benefit

- ▶ Participants are taught the 3 types of listeners. While listening to needs & benefits they are able to propose products.
- ▶ To identify products to the needs & benefits of customers

0900-1030

Morning tea break

1030-1045

5. Recommending to prospect need & benefits

- ▶ The presentation process of how to recommend a product or service (AIDA) to the needs & benefits of the customer
- ▶ The participants are taught how to recommend products & services in an effective and clear manner

1045-1300

Lunch

1300-1400

6. Ask for the order

- ▶ Participants are introduced to basic closing techniques to sell
- ▶ Participants are further taught the basic skills to up sell

1400-1530

Afternoon tea break

1530-1545

- ▶ To equip participants with ability to ask for the sale and obtain referrals

1545-1700

Take The Next Step