

Cross-selling and Value-added Sales by Telephone, by Email and in Person

Objectives

To provide the knowledge and skills required to apply the most recognized suggestive selling techniques in order to increase sales and build customer loyalty.

Targeted audience

Sales, customer service and support personnel.

Prerequisite

None.

Content

- Definitions: cross-selling, value-added sales and alternative sales
- Suggestive selling vs. pressure selling
- The customer's point of view: the 7 essential elements for a personalized sale
- Self-evaluation: taking orders vs. advising on needs
- The perfect moment, the perfect product/service and the perfect vocabulary (words and expressions that sell)
- Key phrases to make the transition towards needs analysis
- Forceful strategic questions to uncover the needs of a customer
- Suggesting customized products/services and highlighting the benefits and advantages for the customer
- 7 techniques for closing the sale
- Handling the most common objections in 3 steps
- Follow-up strategies
- Case studies
- Building an individual action plan
- Reference sheet including key concepts

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DURATION	REGULAR FEE	PREFERENTIAL FEE
1 DAY	510 \$	460 \$

DATES*

Montreal	October 9 2019
Quebec City	October 17 2019
Gatineau	October 29 2019