

Effective Up-Selling - Information Sheet

Course Aim: To further develop the sales skills of the operational teams to a level where they deliver a memorable service during each customer interaction while insuring that every sales opportunity is maximised.

Duration ½ Day
Timings Start 9.00am – Finish (Approx) 1.00pm

Do I need previous knowledge and skills?

No

Who is the course intended for?

Operational teams in the front line of sales.

What will I gain from the course?

Ability to identify and demonstrate the skills and abilities necessary to convert sales over the phone and face to face.

An understanding of the language of sales and how to project a professional image both visually and verbally that reflects the standards expected.

Knowledge of the correct question techniques used to define the customers needs and allows for the opportunity of generating maximum revenue, whilst maintaining a professional relationship with the customer at all times.

Information on how to utilise the Feature, Advantage and Benefit method of product presentation to ensure the property and facilities are being sold at every opportunity to the customer.

Recognition of the unique selling points of the organisation

Ability to employ the correct skills in up selling; add on selling and cross selling, to a win/win conclusion.

What does the course cover?

- Buyer Motives
 - Why people buy
 - Identify customer types
 - The experience
- Your departments role within the sales cycle
 - On property sales responsibility
 - Identifying sales opportunity
- First Impressions Count
 - Your approach
 - Developing trust and building relationships
- Developing the language of sales
 - Up selling is a conversation?
 - Selling not telling, the FAB experience
- Selling the product
 - Up selling opportunities
 - Identifying the benefits to a suggestion
 - Matching the benefits to customer needs
 - Creating a successful campaign for each department/area
- Action Plan

Course Method Discussion groups
Case studies and activities

Assessment Personalised action plan to be followed up by supervisor/manager

If you require any further information, please contact:

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