



## Course Profile

### Effective Up-selling

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

#### Who is the course intended for?

Operational teams in the front line of sales.

#### What will I gain from the day?

Identify the skills and abilities necessary to convert sales;  
An understanding of the language of sales and how to project a professional image;  
Knowledge of the correct question techniques used to define the customers needs and allows for the opportunity of generating maximum revenue;  
Information on how to utilise the Feature, Advantage and Benefit method of product presentation;  
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.

#### Do I need previous skills & knowledge?

No

#### Course Method:

- Discussion Group
- Case Studies and activities

#### Assessment:

Personalised action plan

#### Duration:

Half Day

#### What does the course cover?

##### Buyer motives:

- Why people buy
- Identify customer types
- The experience

##### Your 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

##### Creating an action plan

### Further Information or Booking:

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