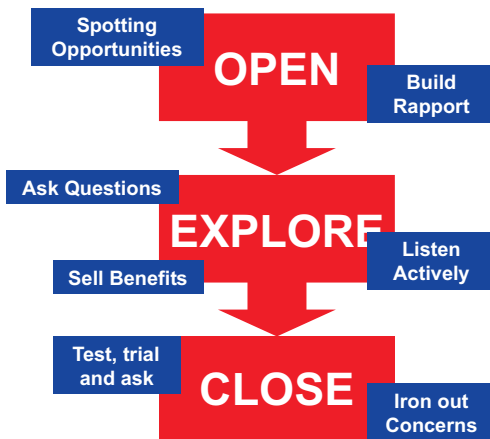




Counter Cross Selling Skills

How to successfully cross-sell on a busy bank counter



The one-day programme will teach your sales staff how to:

- Ease the sell out of selling
- Spot opportunities easily
- Quickly build a rapport with customers
- Use effective lines and questions to introduce the need
- Use softened questions to reveal the need
- Present the benefits of the product or service that *really* suit the customer
- Display a neat and elegant closing sequence that doesn't sound like a close
- Overcome, with strong rapport, genuine concerns

The whole cross-selling process can take less than 3 minutes which is often all you'll have when on a busy counter.

Lots of activity, involvement, confidence and success.

Cross selling on a bank or building society counter is an absolute must these days.

Customers deserve to be served with a variety of products and services the bank has to offer but there's nothing worse than having something forced down your throat when you really don't want or need it.

It's this possible rejection that puts plenty of counter staff off the idea of cross selling.

Teach them a customer focussed way of doing it where customers will say "yes" more than they'll say "no", and you'll increase your cross selling results.

Why? Simply because counter sales staff will enjoy it more, be better at it and customers will only be offered what they want.

Isn't that what's serving customers on the counter all about?

Contact us now to find out how the programme can increase your sales

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