



Cross Selling with Ease

Processes and techniques to help the telephone customer adviser cross sell more products and services

You have a well trained customer service team working the phones and handling customer queries and issues with professional competence.

They are getting accolades for the way they handle queries, problems, incoming questions – but you now want them to become more proactive and seek to find out additional needs of customers and let them know about the other products and services you offer.

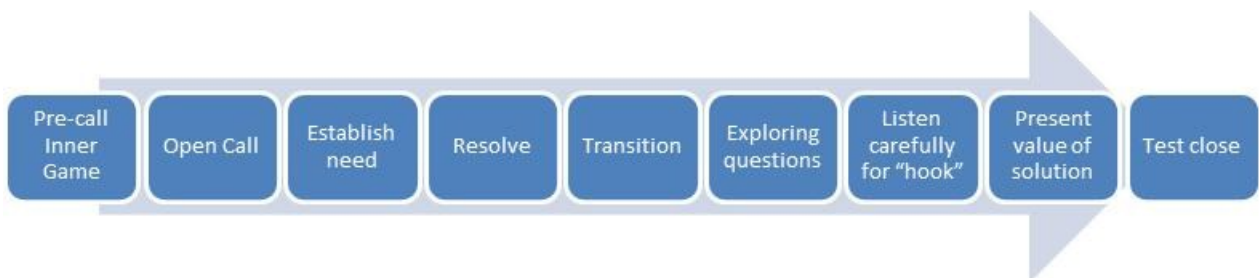
But without being too pushy. Instead they push back on you and state “I was never recruited to sell”

This one day workshop will teach them how to cross sell without appearing too “salesy” and will show them how they can help the customer by offering them the other products and services they might benefit from.

Much of this is the “Inner Game”, the discussion we have with ourselves to prove that selling is not a dirty word and can be accomplished whilst maintaining excellent customer service.

The workshop will cover:

- Cross selling “Inner Game”
 - Do you believe in Cross Selling?
 - How beliefs affect cross sales skills
 - Belief change
- The 4 Pillars of Cross Selling
- 7 Strategies to Cross Sell Successfully
- The Cross Selling Process
 - The key steps
 - Transition questions
 - Opportunity questions
- Vocal Cosmetics
- Rapport Building
- Signposting
- Listening on the Phone
- Questioning on the Phone
- Trial Closing
- Role play and coaching



**Call or email now to
discuss how we can tailor
the workshop for you**



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