



International Training
Center Paris

TRAINING SCHEDULE



Phone: +33 6 59 26 89 09

E-mail: Info@itcparis.com

Address: 78, Avenue des Champs-Élysées, 75008 Paris

CROSS-SELLING AND UP-SELLING TECHNIQUES

Overview:

The Cross-selling and Up-selling Techniques training program is designed to provide participants with the skills and knowledge necessary to increase sales by effectively cross-selling and up-selling products and services to customers. The program will cover a range of topics, including understanding customer needs, identifying cross-selling and up-selling opportunities, developing effective sales strategies, and building long-term customer relationships.

Objectives:

- Understand the importance of cross-selling and up-selling in increasing sales revenue
- Learn how to identify cross-selling and up-selling opportunities
- Develop effective sales strategies to cross-sell and up-sell products and services
- Understand how to build long-term customer relationships through cross-selling and up-selling

The training program will include lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply the concepts learned in the training program to real-world sales scenarios. By the end of the training program, participants will have an advanced understanding of cross-selling and up-selling techniques, the ability to identify cross-selling and up-selling opportunities, develop effective sales strategies, build long-term customer relationships, and measure the success of cross-selling and up-selling initiatives.

Targeted Groups:

- Sales professionals focused on upselling
- Account managers looking to cross-sell products/services
- Business development managers aiming to maximize customer value

- Marketing strategists integrating cross-selling and upselling
- Professionals interested in expanding sales within existing customers

Planning:

Day 1: Introduction to Cross-selling and Up-selling

- Definition and importance of cross-selling and up-selling
- Understanding customer needs and preferences
- Identifying cross-selling and up-selling opportunities

Day 2: Developing Effective Sales Strategies

- Sales techniques for cross-selling and up-selling
- Building trust and rapport with customers
- Overcoming objections and closing the sale

Day 3: Product and Service Knowledge

- Understanding product and service features and benefits
- Developing product and service knowledge to better cross-sell and up-sell
- Creating product and service bundles

Day 4: Building Long-Term Customer Relationships

- Importance of customer relationship management in cross-selling and up-selling
- Techniques for building long-term customer relationships
- Leveraging technology to improve customer relationships

Day 5: Sales Analytics and Measuring Success

- Understanding sales analytics and data-driven decision making
- Measuring the success of cross-selling and up-selling initiatives
- Identifying areas for improvement and optimizing sales strategies