

Selling through Service

– Sales fundamentals for service professionals

This course will help contact centre and customer service personnel play their full part in selling to existing customers.

The course teaches the fundamentals of effective selling for service professionals. It will develop vital skills such as establishing needs, communicating benefits, cross-selling, up-selling, objection handling and closing.

Develop these skills and sell more to your service customers!

Course Objectives

By attending, delegates will:

- ✓ Understand the theory and concepts behind effective selling
- ✓ Develop selling skills and enhance customer relations
- ✓ Deal effectively with customer objections
- ✓ Enhance overall sales performance

Target Audience

New and experienced contact centre and customer service personnel who need to sell and cross-sell to their customers.

Duration

2 days

Content

- Understanding sales principles
- How communication *really* works
- Listening skills
- Is non-verbal communication important?
- Professional telephone skills
- Call preparation
- Stages of an effective interaction
- The 'buying' signals
- Establishing needs
- Communicating the benefits
- Cross-selling and up-selling
- Handling objections
- Closing techniques
- Forecasting and record keeping

Learning Methods

This is a highly stimulating and motivating programme.

The course is interactive and has a high practical content involving discussion, trainer's input and numerous recorded practice sessions.

**Best Practice
Training & Development Ltd**

t +44 (0)1923 225225
f +44 (0)1923 224100
info@bestpractice.uk.com
www.bestpractice.uk.com