

learning
equals
development

EQV Course Outline



■ Upselling

■ 1 Day

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Upselling (1 Day)

Business Benefit

The cost of acquiring new customers far outweighs the cost of maximising the business potential of existing customers. Upselling is a vital skill in increasing the profitability of a sales force. This course gives account managers the skills to use upselling to optimise the use of their time.

Who Should Attend?

Anyone in a sales role who needs to increase the effective use of their time, maximise profits and beat their sales targets.

Learning Objectives

*By the end of this course
you will be able to...*

- Describe the benefits of creating a positive impression
- Demonstrate the skills of acquiring customer knowledge
- Recognise and react to 'buying signals'
- Differentiate between 'cross selling' and 'upselling'
- Demonstrate effective closing techniques

Course Content

- What is 'upselling' and 'cross selling'?
- How to increase your sales revenue and profitability
- Identifying 'buying signals'
- Building products and services
- Developing listening skills
- Presenting further and added value
- Action plans

2011
Jul 28
Aug 25
Sep 27
Oct 27
Nov 22
Dec 21

2012
Jan 25
Feb 23
Mar 23
Apr 26
May 25
Jun 28
Jul 25
Aug 21
Sep 17
Oct 11
Nov 06
Dec 07

You may also be interested in

Negotiation Skills, Influencing and persuading

Training Locations

Leicester, Sheffield, Liverpool, Manchester, Basingstoke, London

Price:
£395
per person

The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training co-ordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided, catering for a variety of dietary needs.

The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.

