

## Course Outline

Account Management and Cross Selling	Content
<p>If you're looking to plan and implement sales campaigns to sell more of your services into your existing accounts (being either potential or existing clients) then your sales technique will be very different from any simple sales model.</p> <p>Cross-selling and up-selling is a superb, cost effective way to increase the value of your services to the client, while increasing bottom line profits. But it needs a planned and structured approach.</p> <p>This course will teach you the skills you need to add value for your clients while increasing sales for the company. You'll go away from the training with a new attitude toward selling, and the skills needed to be successful in cross-selling, up-selling and overcoming resistance.</p> <p><b>Who Will Benefit?</b></p> <p>Anyone working in a client facing role with the opportunity to offer other products and services.</p>	<ul style="list-style-type: none"> <li>• Analysing your current accounts and identifying opportunities to cross-sell or up-sell</li> <li>• Matching clients' needs to the additional products and services that you offer</li> <li>• Introducing the best matched products/policies to your customers at the right time</li> <li>• Understanding what makes people buy</li> <li>• Listening out for cross and up-selling opportunities</li> <li>• Effective questioning techniques to create sales opportunities</li> <li>• When to cross-sell and when to up-sell</li> <li>• Overcoming objections and resistance</li> <li>• Using your body language, tonality and voice to your advantage</li> </ul>