



Sales and Upselling Techniques



INTENSIVE HALF-DAY COURSE: This course is designed to provide participants with practical skills and strategies to excel in sales roles. In a competitive marketplace, the ability to sell is paramount. This course explains the art and science of successful sales, understanding the buyer's journey, effective communication, and overcoming objections. Learn how to turn objections into opportunities, and leverage technology for sales success. This course aims to participants you with the skills and strategies needed to meet and exceed customer expectations. Come learn the art of strategic upselling!

Specially customized for: Entertainment & recreational organizations, family KTVs, production houses, karaoke lounges, entertainment outlets, media companies, sports & recreation clubs.



Module 1: Introduction

- Welcome and course overview.
- The evolving landscape of sales in today's market.
- Setting expectations and goals for the course.

Module 2: Fundamentals of Effective Sales

- Understanding the sales process and buyer's journey.
- Building a customer-centric approach.
- Developing effective communication and active listening skills.

Module 3: Upselling Strategies

- Defining upselling and cross-selling.
- The psychology behind successful upselling.
- Techniques for identifying upselling opportunities.

Module 4: Overcoming Objections and Building Trust

- Strategies for handling objections gracefully.
- Building trust and rapport with customers.
- Turning objections into opportunities for upselling.

Module 5: Advanced Sales Techniques

- Consultative selling and solution-based approaches.
- Closing techniques for sealing the deal.
- Leveraging technology and data in modern sales.

Module 6: Interactive Activities and Role-Playing

- Practical exercises to reinforce key concepts.
- Role-playing scenarios for real-world application.
- Group discussions and sharing of successful sales experiences.