

Retail Selling - Add-Ons, Upselling & Cross-selling

OBJECTIVE

The Business of Add Ons is designed to give retail salespeople superior skills that will enable them to increase the value of their sales. This workshop focuses on the top three ways a salesperson can increase the actual value of the sale.

TARGET CUSTOMER

This programme is designed for Salespeople, Supervisors and Managers.

Pre-requisite - The Art of Retail Selling or other process based sales training.

LEARNING OUTCOMES

- Participants will be able to clearly identify opportunities
- Understand how to convert opportunities into needs.
- Use Add-Ons, Up-Sell and Switch Sell to increase sales.

WORKSHOP OUTLINE

Research has shown that where the sales person not only has the ability but also the confidence to attempt to improve the value of a sale using one of the top three ways, the individual performance of that salesperson can improve by up to 40%. This training module not only provides the participant with the skills to improve their sales but will also graphically demonstrate the effectiveness of their use. This in turn significantly increases the consultants commitment to the processes learnt.

DURATION

Three (3) hours