

“Upselling” *the successful solution of selling to the customer*

A ½ day course developed for the service industry to increase “spend per head” of customers while in your business.

This course has been in use in the corporate sector for 10 years and now is being updated and brought to the private sector SME and owner management to show how to deliver incremental sales and profits.

There is a skill in selling and importantly having the attitude that you want to make money by offering the best in service to your customer.

The course looks at the increasing spends in food and liquor in such a way that everyone benefits – the owner/manger, the staff but importantly the customer so that the skills used in Upselling ensure the repeat visit.

Upselling is an attitude of mind from the Management to the staff and the Staff to the customer....Survival in today's highly competitive market place can make all the difference by ensuring quality Gross profits and increasing that profit to sales ratios.

So often 'loss leader' deals to attract customer remain Loss leaders as management and staff fail in the ability to 'Upsell' as no real tactical or strategic thought is given to covert loss leader deals into profit.

Paul's innovative approach to this course involves all delegates focused on making money by Upselling from the moment the customer reacts to a business initiative. Upselling begins by careful pre planning and can start externally or internally or on arrival at the business.

The course looks at customer body language and communication skill so vital in ensuring the discipline of this technique. Delegates are shown how to ask questions to generating an “Upsell”.

Paul uses his successful innovative training approach of making a film about 'Upselling' quickly focusing delegates minds into a 'production' that will be an Oscar hit with owner managers with their staff seeing attitudes from a customer perspective and getting those increased sales.

The course concludes with delegates having the rudiment of the Film production as the focus on the real need to Upsell for business survival.

Delegates who have experienced this course include: -

Operational Managers, Food and Beverage service staff.

The course is adapted for Corporates and Branded businesses concepts in order to maximize on corporate identities where applicable.

AGENDA

Upselling

- Welcome
- Objectives
- What is Upselling
 - * SWOT – on Upselling
- Why is it important
- When to use it
- How to use it
- Body Language
 - * Yours
 - * The Customers
- Preparing the Production
 - * Selecting the cast
 - * Briefing the cast
 - * Identifying the products
 - * The end
- Summary of Day
- Quiz