

## SELLING & CROSS SELLING

<b>Start Date:</b>	22/11/2026	<b>End Date:</b>	26/11/2026
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Kuwait
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This course teaches frontline sales and service teams how to boost revenue by identifying needs and recommending complementary products. It focuses on trust-based selling, active listening, and positioning value for the client.

### OBJECTIVES

By the end of this course, participants will be able to: – Understand the difference between upselling and cross-selling. – Identify buying signals and unmet customer needs. – Position offers naturally and build trust during the sale. – Ask open-ended questions to uncover additional opportunities. – Track customer habits and build loyalty through relevant offers.

### COURSE OUTLINE

1- Sales Psychology and Opportunity Recognition 2- Questioning and Listening Techniques 3- Cross-Sell and Upsell Positioning 4- Objection Handling and Customer Confidence 5- Follow-Up and Customer Retention Strategies

### TARGET AUDIENCE

All Supervisory Levels, Retail and call center staff, account managers, telesales agents, and customer-facing sales professionals.

### METHODOLOGY

Sales role plays, need analysis activities, customer profiling exercises, and real-life objection handling labs.

### CONCLUSION

Participants will increase revenue opportunities while strengthening customer relationships through targeted, helpful recommendations.

### DAILY AGENDA

### **Day 1: Sales Opportunities and Psychology**

Learn when and how to cross-sell based on behavior and need.

### **Day 2: Discovery and Active Listening**

Ask the right questions and use cues to position relevant offers.

### **Day 3: Upselling and Product Matching**

Present better-fit or premium products with confidence and care.

### **Day 4: Handling Objections and Reframing**

Respond to pushback with empathy and value statements.

### **Day 5: Creating Customer Value**

Strengthen loyalty and grow accounts through consistent follow-up.

*For more information, please contact us:*

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