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SELLING & CROSS SELLING

Start Date:	07/03/2027	**End Date:**	11/03/2027
Categories:	Sales & Customer Service	**Venues:**	Kuwait
Formats:	In Person	**Instructors:**	

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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