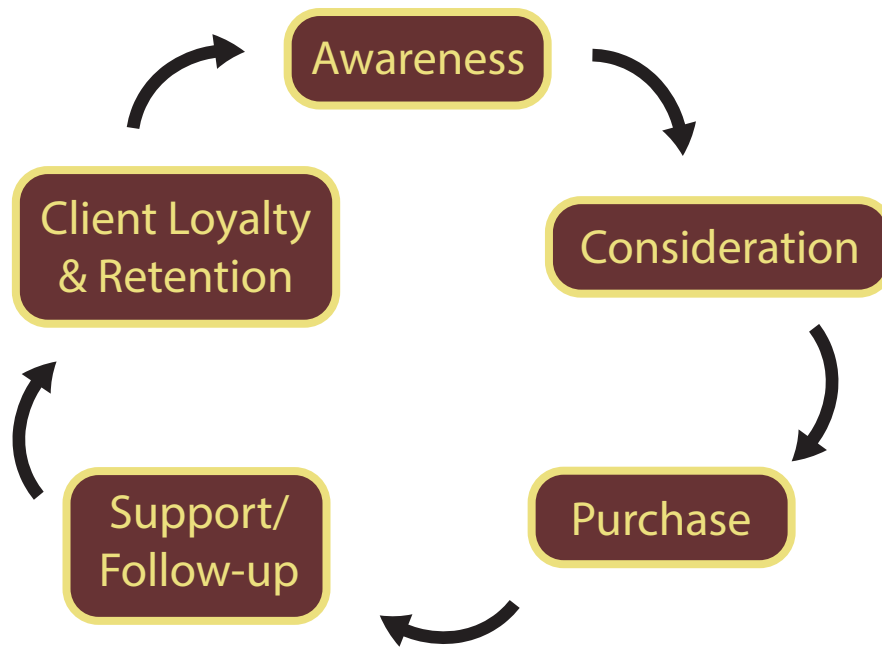


Cross-Sell Training

Cross-selling additional products is paramount in establishing strong and profitable client relationships. One of the biggest challenges in achieving cross-selling success is implementing and coaching a program that shows and produces 'value' in the eyes of the client. Our value based-cross selling program takes into account the needs and wants of the client to create an approach that best influences their purchase decisions.

The 5 step Cross-Sell sales system:



1. Awareness – Clients’ perception of who you are and do your products/services meet their needs. This is accomplished by establishing a relationship through open communication and asking questions to identify specific needs.

2. Consideration - What value and benefits does the client see in your products that differentiates you from the competition?

3. Purchase - Build trust, communicate benefits and translate them into value. When “selling value,” you start with the goal that the client would like to achieve... then tie that value to a specific benefit generated by your particular products or services.

4. Support / Follow-up - Focus on solving client problems and overcome objections, and constantly communicating value.

5. Client Loyalty & Retention - Personal communication, caring delivery is letting the client know what you do for them.