

UPSELLING /CROSS SELLING/SWITCH SELLING

Out of stock/no longer available

i.e. We're out of stock of ...let me send you, it's good quality and excellent value

Special Offers

i.e. we have a great offer today. For every two you order you get another free. It works out at only per.....

Size

i.e. Shall I make that the large..... - it's much better value if you've the space

Add-on

i.e. can I send some pens for the flipchart and, if it's for a special presentation, do you need pads/pencils for the delegates

Inform

I know you've been a client for quite a while on theside of our business – did you know that/ have I mentioned that/ are you aware that we also do.....

FEATURES AND BENEFITS

FEATURES ARE FACTS ABOUT THE PRODUCT

i.e. a) Size b) Number in box c) TV campaign running

BENEFITS ARE REASONS TO BUY

i.e. a) so it will last longer b) you'll have enough for at least 3 months c) there'll be more demand

TWO TYPES OF QUESTION TECHNIQUE

OPEN QUESTIONS – OBTAIN INFORMATION

Preface questions with – WHICH, WHAT, WHY, HOW, WHEN, WHO

CLOSED QUESTIONS – CONFIRM INFORMATION

Preface questions with SHALL, CAN, MAY, ARE, DO, WILL

What do you want to achieve today?