London TDM

Customer Service and Sales Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 15 February 2026 To 19 February 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

The "Upselling and Cross-Selling Techniques" course is designed to equip sales professionals with the necessary skills to enhance customer satisfaction and increase revenue through effective upselling and cross-selling strategies. Over five days, participants will gain insights into customer psychology, product positioning, and the art of persuasive communication, empowering them to identify and leverage opportunities for additional sales.

- To understand the fundamental concepts of upselling and cross-selling.
- To learn how to identify customer needs and preferences effectively.
- To develop persuasive communication skills tailored to upselling and cross-selling.
- To explore successful strategies and case studies in various industries.
- To practice and master techniques through role-playing and simulations.

Course Outlines

Day 1: Introduction to Upselling and Cross-Selling

- Defining Upselling and Cross-Selling: Key Differences and Benefits
- Importance of Customer Relationships in Sales
- Identifying Opportunities within Customer Journeys
- Understanding Customer Needs and Preferences
- Case Studies: Success Stories from Leading Companies

Day 2: Building a Customer-Centric Approach

- Developing Customer Profiles and Segmentation
- Aligning Products/Services with Customer Needs
- Personalization Techniques in Sales
- Building Long-Term Customer Relationships
- Interactive Workshop: Crafting Customer Personas

Day 3: Effective Communication and Persuasion Skills

- Understanding the Psychology of Persuasion
- Developing Active Listening Skills
- Communicating Value and Benefits Effectively
- Handling Objections and Overcoming Barriers
- Role-Playing Exercises: Practicing Sales Conversations

Day 4: Implementing Robust Upselling and Cross-Selling Strategies

- Analyzing Customer Data and Sales Metrics
- Designing Tailored Sales Campaigns
- Utilizing Technology and Tools for Sales Optimization
- Integrating Upselling and Cross-Selling in Sales Processes
- Case Study Analysis: Strategies and Outcomes

Day 5: Measuring Success and Continuous Improvement

- Setting and Evaluating KPIs for Sales Performance
- Feedback Mechanisms and Customer Satisfaction
- Learning from Failures and Successes
- Adapting Strategies to Market and Customer Changes
- Final Assessment and Developing Personal Action Plans