

## Sales—The Other Side of Service™



### *The perfect course for:*

- Customer service representatives
- Inside sales/order desk representatives
- Technical support representatives

## Increase your sales

with the complete training program for cross-selling and up-selling success. In six to eight hours, *Sales—The Other Side of Service™* teaches your employees the skills they need to add value to their customer's personal or professional lives while increasing sales for the company. They'll leave the class with a new attitude toward selling, and the skills to be successful in cross-selling, up-selling, and overcoming resistance.

## Course content

### Unit 1: Bringing Value to Customers

- Understanding how combining sales and service is the best way to serve customers
- Bringing value to customers through cross-selling and up-selling
- Matching features and benefits to customer needs

### Unit 2: Adding Value Through Cross-Selling

- Identifying the three types of cross-selling
- Understanding why people buy
- Listening for cross-selling opportunities
- Seeing cross-selling opportunities in the customer's record
- Creating new opportunities for cross-selling
- Bridging to the offer
- Questioning to grab interest
- Introducing benefits
- Gaining commitment

### Unit 3: Adding Value Through Up-Selling

- Increasing the quantity of the customer's order
- Upgrading the product the customer ordered
- Understanding when to up-sell
- Questioning to determine customer needs
- Introducing benefits
- Gaining commitment

### Unit 4: Overcoming Resistance

- Understanding why customers resist
- Learning when to overcome resistance
- Handling customer resistance
- Clearing up misunderstandings
- Dealing with drawbacks
- Overcoming stalls

Each unit contains custom exercises so participants can apply the skills learned to their own job. The program also includes a Tips for Success job aid for use back at their desk, and one week of on-the-job exercises to help participants put their newly learned skills into practice.

## About Impact Learning Systems

We've been helping organizations improve and sustain the performance of their sales and service departments since 1995. Our goal is to help your employees measurably improve their customer contact skills so that your business prospers and your employees feel good about their contribution. Our programs teach usable skills while building team enthusiasm and a positive work environment.

## Flexible delivery options

- **You conduct the training**  
Innovative participant workbooks and our ready-to-use Trainer's Kit give you all the resources you need to lead classroom sessions that are fun, interactive, and enjoyable. Deliver the entire training in one day or spread it out over time—it's flexible!
- **Partner with Impact Learning Systems**  
Our Train-the-Trainer session will give you added support to deliver this innovative course like a pro. You'll learn valuable tips for making the training both enjoyable and effective, and you'll find numerous ways to customize the course to your company.
- **Let Impact Learning Systems do all the work**  
Want a full-service solution to your training needs? Let one of our experienced Impact-certified trainers deliver the training at your location.

## Sustained Impact™ tools

Research has shown that there is a 15-25% drop in performance after training if it is not reinforced on the job by managers or supervisors. Protect your training investment with these Sustained Impact™ Tools:

- **Making It Happen™**  
This training program teaches team leaders, supervisors, and managers the monitoring and coaching skills they need to reinforce the training and sustain improved performance. It includes a workbook, an audio tape, and reproducible coaching forms. Positive coaching assures that your training investment will pay off!
- **Coach's Toolkit** (coming soon)  
This practical toolkit contains action plans, examples of correct and incorrect skill use, job aids, and refresher games and exercises to help team leaders and supervisors continually improve team performance.
- **Professional Certification**  
Ask about our certification programs for your representatives, team leaders, and trainers. Impact-certified professionals are able to achieve the sustainable results you need to dramatically improve your organization's sales and service.

## Need more information?

Please contact us at 800-545-9003 or [info@impactlearning.com](mailto:info@impactlearning.com) to:

- Request sample pages
- Ask about scheduling a pilot workshop at your location
- Get information on our upcoming Train-the-Trainer sessions
- Place your order

POST OFFICE BOX 14110  
SAN LUIS OBISPO, CA 93406-4110 USA

☎ 800.545.9003 or 805.781.3283  
[www.impactlearning.com](http://www.impactlearning.com)

The logo for Impact Learning Systems International features a red circle above the word "IMPACT" in a large, bold, black sans-serif font. Below "IMPACT" is the text "Learning Systems" in a smaller, black sans-serif font, and at the bottom, "INTERNATIONAL" in an even smaller, black sans-serif font.