

Basic Sales: Selling Psychology & Cross-Selling

Learn to apply selling psychology, build customer relationships and identify up-selling and cross-selling opportunities.

3

MODULES

9

TOPICS

COURSE OVERVIEW

This course examines the sales function, contrasting traditional and modern selling approaches and looking at the sales cycle and the key players involved. It then explores customer psychology, covering how to build good customer relationships and extend customer lifetime value. Finally, it addresses core selling skills, including communication and rapport building, identifying new business opportunities, and up-selling and cross-selling.

WHO THIS COURSE IS FOR

Sales Representatives

Sales Executives

Account Managers

Customer Relationship Managers

Business Development Executives

LEARNING OBJECTIVES

- Compare traditional and modern selling approaches
- Explain the importance of the sales function within an organisation
- Identify the key players in the sales cycle
- Describe selling psychology and its role in customer interactions
- Apply techniques to build good customer relationships
- Assess methods for extending customer lifetime value
- Apply communication and rapport-building techniques
- Apply up-selling and cross-selling techniques

3 Modules, 9 Topics

01

Understanding Sales

TOPICS

- Traditional vs. modern selling
- The importance of the sales function within your organisation
- The sales cycle - who the key players are & how they contribute to the sell

02

Understanding Your Customers

TOPICS

- Selling psychology
- How can you help build good customer relationships?
- Extending customer lifetime value

03

Selling Skills

TOPICS

Communication excellence and rapport building · Identifying new business opportunities · Up-selling and cross-selling

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

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Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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