

**UP-SELLING SKILLS**

<i>Course Code(s)</i>	<i>Course Date(s)</i>
UPS	4 <sup>th</sup> June (am) 2013

<b><i>Main Aim and Key Benefits:</i></b>	A key half day module with the emphasis on increasing the customer spend by enhancing the customer experience
<b><i>Course Content</i></b>	<ul style="list-style-type: none"> <li>• Opportunities and benefits</li> <li>• Why customers buy</li> <li>• Picking up signals</li> <li>• Up-selling techniques</li> <li>• A formula for success</li> <li>• Personal action plan</li> </ul>
<b><i>Training Methods:</i></b>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Syndicate exercises</li> <li>• Group discussions</li> <li>• Role plays</li> </ul>
<b><i>Who will benefit from attending:</i></b>	All staff involved in selling College facilities, merchandise or food and drink
<b><i>Duration:</i></b>	½ day
<b><i>Certification:</i></b>	By OBT and Progressive Training
<b><i>Fee (excl VAT):</i></b>	£110 (Discount available if Complaint Handling also booked)
<b><i>Training Provider:</i></b>	Progressive Training
<b><i>Links with key Hospitality Assured standards</i></b>	