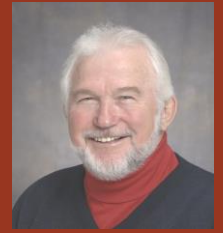


# Sales Insights for Service People



## Promoting Additional Products and Services

*Many service and support people are in a unique position to promote products and services which will help their customers, however they lack the skills to be able to do so comfortably. As a result, they are unwilling to “upsell” their customers and have a tendency to miss or avoid obvious opportunities to promote more business. This session will help you to understand the basic sales process and connect to your customers’ genuine needs.*

## What you will learn

1. Customer Service – Three Foundations of Service Excellence
2. Behavioural Differences – How people do things
3. Individual Assessment – Adapting your style
4. Selling Skills Overview – Customer focused promotion
5. Qualifying Customer’s Needs
6. Promoting Features and Benefits
7. Influencing Customer Behaviour – Unconscious motivators

## Participant Comments

*“I learned more in the first hour or so than in most of the previous sales seminars that I have attended.” – Andre B.*

*“Based on your training, we have closed 4 recent orders worth \$5.0 million dollars. Two of these accounts were competitor strong holds, where we had a very small chance of success. My RSM’s were able to find the “HOT” buttons of these clients and they focused on them until the results were achieved.” – Casey D. - Yaskawa Motoman*

## For More Information

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## Who should attend this session

Service people and call centre staff who want to be more comfortable when trying to promote the products and services that will truly help their customers.

## About The Facilitator

**Dave Neely** is a Kingston-based training consultant. He was an IBM Service Technician who regularly promoted better solutions for his customers. He was also a Sales Trainer for IBM Canada PC Dealers. He has delivered customized sales training processes for a wide variety of clients, including Kubota, Honda, and the Canadian Professional Sales Association. He will share what he has learned about how to promote your products and services.