



Upselling to Maximize Profits

By
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Short Description of the Presentation:

The simplest way to increase sales is through upselling. The problem is that few sales representatives are trained in the art of upselling. This presentation will be of tremendous value when it comes to creating an upselling program.

Why Don't More Companies Upsell

Definition of Upselling

Purpose of Upselling

Words to Use When Upselling

Two Key Elements Needed for Upselling

Five (5) Top Upselling Scripts

Role of Management

Expected Upselling Success Percentages

Methods of Promoting Natural Product Pairings

The Sphere of Control

Other Non-Direct Upselling Opportunities