



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—**  
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience—**  
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

#### RELATED COMPETENCY CATEGORIES:

- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.
- **Communication—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Influence—**  
Consistently directs situations and inspires people for an all-win environment.

## Cross and Up Selling

### SUMMARY

Cross and up selling creates higher value for you and your customers. People will feel more comfortable selling when they understand how to show added value, know how to ask the right questions, gently open the door for opportunities, and help buyers benefit from buying more.

### CONTEXT

Professionals try to help customers make a better buying decision. That is the purpose of this module—to help you find ways to give more value to your customers. This is good for them, for you, and for your companies. We will explore ways to make cross and up selling a win-win situation for everyone.

In this module, you will be able to work with proven tools to open doors for additional business. You will learn how to sell, without feeling pushy. You will create added value for your customers, in a way that will make everyone feel they came out ahead.

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### At the completion of this module, participants will be able to:

- Identify win-win opportunities to provide more products and services
- Apply a cross and up selling process to make decisions easy for customers
- Create opportunities to add value for customers

*“Selling, to be an art, must involve a genuine interest in the other person’s needs.”*

—H. A. Overstreet