

Selling Techniques

Claire Boscq-Scott of 4 star services gives her advice

Selling is a major contribution to your customer service experience. The people we find who are the most successful in cross-selling and up-selling are those who have a sincere desire to help customers. They see offering customers products and services that can make their lives better, as a high form of customer service. These superstars of sales and service listen between the lines so they can provide their customers with the best solutions.

Three tips to selling techniques:

Know your product: Know the features and benefits. You cannot sell something if you don't know the ins and outs of it. You have to be able to tell anyone at anytime, why is that product is good for them? And also its disadvantage. So whether you are selling a hotel bedroom or an insurance policy, ensure that your staff are well trained on the product knowledge.

Understand your customer: The more you know about them and their needs, the easier it is to identify opportunities to sell them new products and target them with appropriate offers. Better access to information helps you deal with customers more quickly. You can tailor product offerings and provide personalised treatment. The right information makes it easier to identify and resolve any problems.

Create an opportunity: People love to buy, but hate to be sold. Think service, not sales. Ask yourself, what you can give in any situation, not what you can get. Also know when it's not right for a particular situation. People will respect your honesty. Offer added value goods.

So to ensure that you offer exemplary customer service, build a long term relationship with your customers; believe in your product, listen to their needs and sell them what they want to buy, not what you want to sell. People will always return to someone, or somewhere, that made them feel special.

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