



Revenue Ambassador Selling and Upselling Techniques

- DATE:** Tuesday, 28th November 2017
- TIME:** 08:30 – 17:30
- VENUE:** Limassol Chamber of Commerce & Industry / 3rd Floor Conference
- LANGUAGE:** English
- FACILITATOR:** Mrs Marianna Neokleous, Training Services Supervisor,
World Trade Center Cyprus

Organiser:  **WORLD TRADE CENTER®
CYPRUS**

Approved by:  **Αρχή Ανάπτυξης
Ανθρώπινου
Δυναμικού
Κύπρου**

Revenue Ambassador – Selling and Upselling Techniques

Do your customers come back?

Do they create positive word-of-mouth about your establishment?

One of the most effective ways to market your restaurant is through your own customers' first-hand report to their friends and families.

Word-of-mouth referrals are important for organisations in today's competitive market in the face of competition, growth and the public's ever-changing tastes and attitudes.

However, do not count on getting any new business and increase your revenue through referrals unless you treat your current customers right and exceed their expectations. The little details make the difference.

LEARNING OBJECTIVES

- How to deliver exceptional value to today's demanding customer
- See yourself as a Revenue Ambassador
- Build Rapport with Customers
- Learn to Sell through Suggestions
- Take control and ask open ended questions to get customers' buy in
- Recognise the importance of knowing your product
- Learn How to Respond to customers' objections

WHO SHOULD ATTEND?

- Sales agents
- All Service providers in Retail and Food & Beverage Services

DESCRIPTION

This program focuses on ways to increase your operation's profits through:

- The use of proper up-selling techniques
- Updating the professional service provider with a Service Toolset to create a Legendary Experience for your customers
- How to directly contribute to an increase in your conversions and bottom line revenues.

FACILITATOR: Mrs Marianna Neokleous

Marianna holds the position of the "Training Services Supervisor" for World Trade Center Cyprus. Her 15-year experience in the Hospitality & Training industry allows her to provide solutions to businesses for enhancing human effectiveness. She is a Certified Trainer by the Human Resource Development Authority of Cyprus.

PARTICIPATION COST

Includes 2 coffee breaks, lunch, certificate of attendance and learning material.

Participants eligible for HRDA subsidy: €36 + €22.80 VAT

Participants not eligible for HRDA subsidy: €120 + €22.80 VAT

Last day of registration: 22nd November 2017

The programme specification has been approved by the HRDA.

