



Frontline Service and Upselling

Course Outline



Your business outcomes are our priority. Proving impact in real time.

Aim

To inform frontline and service or sales counter delegates on how to provide superior service in an in-house sale orientated environment, maximizing customer care in the interest of gaining customer loyalty.

About this Course...

To inform frontline and service or sales counter delegates on how to provide superior service in an in-house sale orientated environment.

Who Should Attend this Course?

This course will benefit all Receptionists, Office Managers and Administrators, and anyone charged with answering the telephone at an organisation.

Outcome

At the end of this workshop the delegates will be equipped with the necessary knowledge to conduct sales in a professional and helpful manner with emphasis on service excellence.

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
114824	4	4	Conduct sales

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1-Day

Content

Topic	Details
Attitude and Aptitude	• What it is all about • How to maintain a good attitude in times of stress
Determining Your Personal Vision	• Identifying what it is that motivates you • Identifying how much of that the client actually provides – a highly motivational module
Customers – their expectations	• What do clients expect from us? • This module focuses on the perspective of the client
Emotional vs. Necessary Purchase	• Identifying the different buying attitudes and the different techniques one can use to encourage more spending
DISC Approach from an Upselling Perspective	• Understanding the DISC approach: Demanding, Influential, Sensitive and Careful • Defining upselling • How to sell to which personality type
Effective Communication Skills	• Ways to better communicate with others • Put it into practice
Practical Tools for Dealing with both Easy and Difficult Clients	• Communication tools to ensure that we are getting the full story across
Simple Actions – Huge returns	• Do sweat the small stuff when it comes to customer care
Major Do's and Don'ts	• Understanding our multicultural society
Ensuring the Referral	• Small but effective ways to get your clients to be your best salespeople

Optional Purchases

When ROI and Implementation Matter

At Staff Training, we understand that each individual and/or organisation has unique needs and goals. We have developed a range of valuable, but optional purchases to maximise your training outcomes:

SETA Accredited Training Options

Most of our workshops are aligned with SETA Accredited unit standards, or you can opt for the fully accredited version of your workshop choice. This includes a certificate of competence when successfully completed. All other certificates are certificates of attendance.

The Afterburner

Afterburners are additions to selected workshops. These continued learning courses include a re-cap of material covered during the workshop and continue to expand on both knowledge and skills development for the workplace.

Skills Check

Skills Checks are extremely useful in the measurement of ROI of soft skills training. This tool is structured to help the learner improve on the implementation of new skills through a goal-driven process of accountability and reflection.

LevelUp Coaching

A 2-hour, one-on-one coaching option for those who would like to address and build on the knowledge they gained during training. Converting theory into practice under the tutelage of an experienced coach.

PowerPath Coaching

A powerful investment into your future leaders. One-on-one leadership coaching with the globally acclaimed Enneagram as the self-mastery tool.

Staff Training is an accredited IEQ9 Provider. Our Enneagram offerings include a SETA Accredited version of a leadership development workshop as well as an emotional intelligence and Enneagram combination. You can also explore our specialist hybrid offerings of workshops and coaching below.

[Enneagram Group Coaching Journey](#)

[Enneagram: Insight to Action](#)