

Upselling Micro-course

Module	Topic	Content	Treatment	Duration (min)
Introduction	Title Page	Upselling Micro-course	Animated background Start Button	1 min
Overview	What are the benefits of upselling?	Companies increase their average order value (AOV) by offering upgrades or additional products. Promoting higher end items or additional features can increase profit margins . Higher profits means a company can invest more in one valuable resource: YOU, the employee!	Animated background Title Static Text Collage of productive coworkers stock images Previous and Next Page navigation buttons	2 min
Benefits	Upselling can be mutually beneficial	Focus on Adding Value: Offer an additional service. Enhance Customer Service: Finding the best services or products to meet customer needs. Increase Customer Knowledge: Customers' exposure to products is key!	Animated background Title Static Text Benefits listed in a table format Previous and Next Page navigation buttons	2 min
Tips to Upsell	Know Your Products and Services	Know Your Products and Services: Stay up to date and current on knowledge of the products and services offered by the company. Understand the	Animated background Title Static Text Upselling and Cross Selling video	3 min

		features, benefits, and value of each product or service. Identify potential upsell opportunities based on customer needs and preferences Use both upselling and cross selling	embedded Previous and Next Page navigation buttons	
Customer Relations Tips to Upsell	Navigating Customer Interactions	First build trust and rapport with customers. Refer to them by their name. Communicate effectively with the customer. Relate to their experience and express empathy if possible. Listen closely to customer needs and their preferences. Restate what you understand their need or preference to be. Suggest a potential upsell opportunity by relating it to a customer need or wish. Use phrases like "I noticed" to link data analysis or insights to a suggested upsell.	Animated background Title Text appears when marked hotspots are moused over. Previous and Next Page navigation buttons	2 min
Assessment				5 mins
Question 1		Upselling only benefits the company.	Mark as T/F Feedback provided	
Question 2		How would active listening help you suggest an upsell?	Select all that apply: Send button Feedback provided	

Question 3		Rank these upsell strategies from best to worst.	Ranker scale Send button Feedback provided	
Question 4		How do customers benefit from upselling?	Select all that apply Send button Feedback provided	
Question 5		What tips can help you navigate interactions with customers?	Select all that apply Send button Feedback provided	
Question 6		Drag the word to its corresponding place in the sentence: "Stay up to date and current on knowledge of the ____ and ____ offered by the company. Identify potential ____ and ____ opportunities based on customer ____ and ____."	Word bank: Services Preference Cross selling Upselling Products Needs Check button Feedback provided	
Completion Page	End of the Module	Remember! Use The strategies and techniques in this training module to upsell products or services, increase revenue, and foster stronger customer relationships.	Animated background Title Static Text	1 min
Total Time: *16 mins <i>*estimated/self-paced</i>				