



# Upselling for Customer Service Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

## Mastering the art of customer service and upselling will help staff add more value to your business while strengthening customer relations.

Our 1-day customer service course has been designed to help your bar staff to increase their self-awareness and improve the impact and effectiveness of their customer interactions. This course will give your staff the skills they need to communicate professionally and enhance customer relationships through their positive and friendly approach.

The aim of this upselling course is to help bar staff gain the confidence to upsell effectively, while still providing excellent customer care. On the course, we will look at using upselling and cross-selling 'tricks' and techniques to sell additional drinks and snacks.

During the course learners will learn phrases and words that trigger customers to buy more. Learners will develop transitional techniques in order to introduce products seamlessly and be able to identify cues to determine which additions to suggest and when to suggest them.

The course is very interactive and practical and can be customised to include exercises and scenarios that are relevant to each individual group.

Below you will find a proposed course outline.

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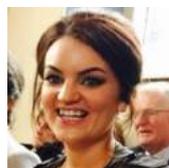
*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

**Dearbhla Casey, HR Manager, Irish Country Meats**



*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

**Aoife O'Rourke, Key Account Manager, Tool & Plastic**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

## Specific reasons to choose DCM:



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Experienced:** We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



## You're in Good Company

We have worked with the biggest brands in Ireland including Coca Cola, Keelings, The C&C Group., McCloskey's and First Ireland Spirits so you can have confidence in our ability to deliver the results you want to achieve.





# The Art of Up-selling Course Outline

## COURSE OVERVIEW

This 1-day course has been designed to give your team the skills needed to make the most of each interaction with their clients by identifying up-selling opportunities to sell more treatments and products with confidence, while still providing excellent client care.

During the course learners will learn how to have professional but friendly conversations without losing sight of their goal - to increase the client's average spend. Learners will develop transitional techniques in order to introduce products and separate treatments seamlessly and be able to identify cues to determine which add-ons to suggest and when to suggest them. Finally, the course looks at the clients motivation to buy and shows learners how to highlight the benefits, features and advantages that clients care about.

The course is very interactive and practical. We can facilitate customised role-plays and exercises that simulate real-life scenarios that are relevant to your team. This way each learner has the opportunity to practice effective up-selling.

## LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Identify the features of excellent customer service
- Appreciate why up-selling is critical to their role
- Keep sight of their end goal to increase the clients average spend
- Ask high value questions while having professional and friendly conversations
- Develop transitional techniques in order to introduce treatments and products seamlessly.
- Identify cues to determine which add-ons to suggest and when to suggest them.
- Consider buyer motivation in order to focus on features, advantages and benefits that buyers care about.

Below you will find a proposed course outline detailing all the topics covered on the training programme.



# Course Content

## TOPIC 1: CUSTOMER SERVICE EXCELLENCE

- Your role in representing Renew Skin Clinic
- Defining your responsibilities to your clients
- The customer relationship - building rapport/be enthusiastic/continued engagement
- The importance of up-selling within your role
- How can we go the extra mile?

## TOPIC 2: PRESENTING YOUR PRODUCT

- Knowing your products - what treatments or products you have to offer and how to present them in an attractive way to the client
- What sets us apart from our competition?
- Demonstrating Features & Benefits

## TOPIC 3: EFFECTIVE UP-SELLING

- Self-assessment of your own up-selling skills - am I maximising my opportunities
- The Do's & Don't's of up-selling
- How to up-sell at each stage of the appointment
- Up-selling techniques
- Effective communication skills - open questions, descriptions and phrases to use, transitioning
- Understanding buying signals

## TOPIC 4: ROLE PLAY & PERSONAL ACTION PLAN

- Customised role-plays and exercises that simulate relevant real-life scenarios
- Personal action plan - recognising areas you need to work on and developing your personal action plan



## Ann O'Brien

### Training Associate

Ann O'Brien is among Ireland's most experienced and successful trainers in Customer Care and Communication Techniques. She has over fifteen years of involvement with some of Ireland's largest and most dynamic companies.

Ann had a pioneering role in the formation and successful development of Banking 365, Bank of Ireland's award-winning telephone banking service, which registered 98% satisfaction rating within one year.

Extensive group participation, team building and motivational exercises are central to all of Ann's training programmes. While providing highly effective customer care training, Ann simultaneously motivates learners and gives them a renewed sense of confidence and pride in their new roles.

Some of Ann's achievements include:

- Played an instrumental role in Banking 365 winning the following accolades at the Irish Call Centre of the Year Awards over the years including Best Customer Service Delivery (twice) and Call Centre of the Year
- Programme Coordinator, Irish Management Institute
- Diploma in Management, Irish Management Institute

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*Ann O'Brien is a wonderful, experienced, sincere and motivating trainer. Honestly I couldn't say enough good things about her. My team is buzzing this morning. They are motivated and enthusiastic and implementing the new learnings!"*

Sarah Hamilton Young, Customer Service Manager, Xtratherm

**Xtratherm**  
More than insulation



# Inhouse Training, One Size Doesn't Fit All.

**Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

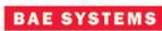
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

**DUBLIN**

- ☎ 01 5241338
- ✉ [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
- 📍 Guinness Enterprise Centre

**CORK**

- ☎ 021 2429691
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- 📍 Atrium Business Centre  
Blackpool Business Park

**DROGHEDA**

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