Making Not Just Taking Orders

When staff simply take orders or respond to enquiries, they miss chances to strengthen relationships and grow business. A proactive approach that involves spotting opportunities, asking the right questions, and guiding the conversation helps consolidate your client base and unlock new sales from day-to-day interactions with existing and prospective customers.
This course shows staff how to identify and maximise sales opportunities naturally, confidently, and consistently in every conversation.

Recommended for
Anyone who takes or processes orders from new or existing clients, whether face-to-face or over the phone.

Objective
Delegates will learn how to take control of incoming calls and conversations, build rapport quickly, and confidently upsell to both new and existing clients through a proactive approach.

Learning Outcomes
By the end of the course, delegates will be able to:

- Handle all types of callers with increased confidence.
- Understand how their role directly contributes to business growth.
- Upsell effectively and generate repeat business.
- Create a strong, positive impression of the company.
- Be consistently proactive with every customer, not just reactive.
- Take control of each enquiry using effective questioning techniques.
- Spot buying signals and act on them immediately.
- Use positive, influential language with customers.
- Close conversations professionally and gain commitment from new or potential clients.

This course can be delivered in person or virtually.

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