

Cross-selling

How To Effectively Cross-Sell Workshop

Why Cross-Sell?

There is a common sense and authentic approach to **deepening your relationship** with your clients and it starts with re-thinking your current strategy. If you want to improve and increase your relationships with your clients – **think stewardship**. In other words, the focus is on them, what they need and how you might be able to serve them.



Check out a few of Jack's videos from his *Sales Guy Unplugged* YouTube series:

- [Strengthening Your Sales Pipeline](#)
- [Be a LinkedIn Master](#)

This Cross-sell workshop will be delivered by Jack Kasel, **sales development expert** with Anthony Cole Training Group. Jack will help you approach cross selling with a unique approach to develop deep and long lasting relationships with clients. This approach is **not a sales tactic** or strategy but a way of changing your own mindset and skills in order to help your clients achieve their financial dreams.

Sponsored by our friends:



What will you learn?

- ♦ The difference between a cross-sell and stewardship mentality and why it matters
- ♦ The different skills of the Inbound vs. Outbound sales roles we have in the branch
- ♦ How to transition from handling the inbound trigger event to having a deeper, exploratory conversation with your client
- ♦ What is getting in the way of bankers asking discovery questions
- ♦ How to develop the appropriate courage and effectiveness needed to be an advisor
- ♦ Cross sell 'Dos' and 'Don'ts'
- ♦ A plan to follow to set goals for deepening relationships and tracking success



Recommendation: Read the book *Go-Givers Sell More* by Bob Burg and John David Mann. This book brings to light in many ways that the word 'sell' comes from the old English word 'sellan' which means 'to give.'

May 10th - Springfield May 11th - Naperville

REGISTER NOW