

THE IN-HOUSE TRAINING COMPANY

Getting more repeat business

Overview

We all know that it's easier to get repeat business than new business. Yet so many of us spend so much more time trying to get new customers rather than maximising business from current customers. **Tim's** highly motivational bite-sized session will give your team some quick tips on how to get more business from existing customers.

Session outline

1 Setting the scene

- Establishing the four ways a business can hope to grow and be successful

2 Developing opportunities

- Demonstrating the danger of becoming too comfortable with our customers and allowing this to restrict the amount of business we develop

3 Cross-selling

- A simple trick, so often missed
- Appreciating the opportunities we have to develop sales through our existing customer base

4 The 'magic matrix'

- A tool for identifying gaps in our sales approach

5 Referrals

- Developing ideas on asking for referrals and overcoming issues and concerns that may arise

6 Developing opportunities exercise

- Setting out a game plan to take advantage of identified opportunities
- Commitment to action

Any questions?

Please just give us a call on **01582 463463** – we're here to help!

Or visit www.theinhousetrainingcompany.com