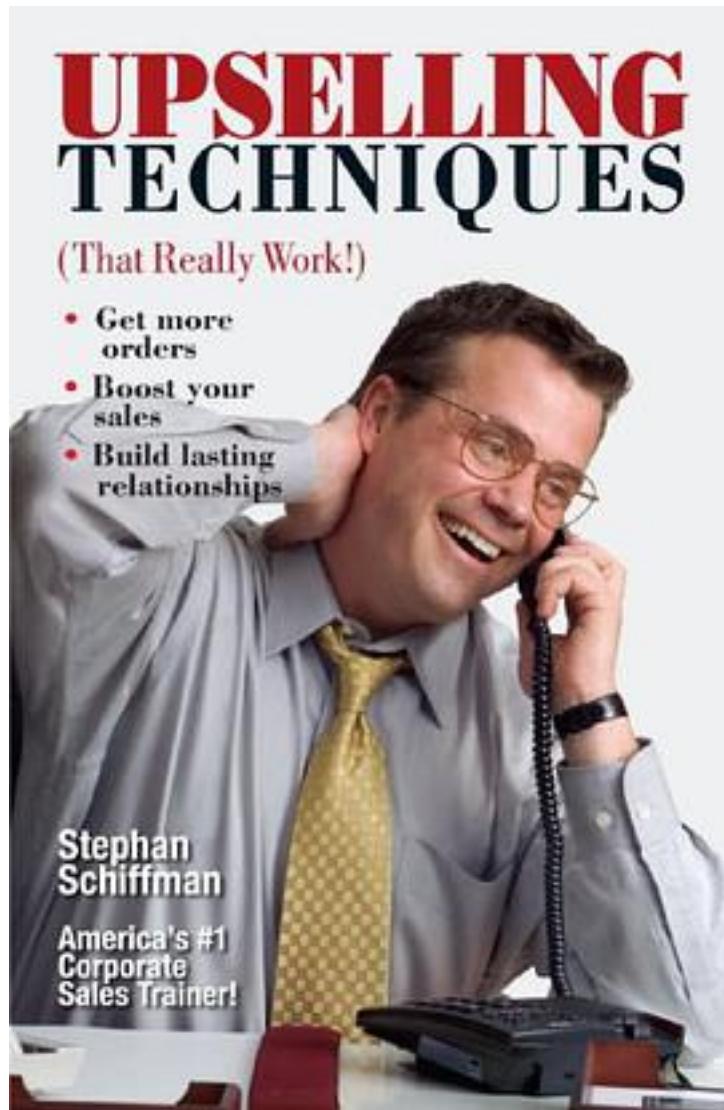


Upselling Techniques



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In today's sales environment, upselling is no longer a "nice extra" - for many salespeople, it's become a required part of their sales pitch and is sometimes even built into their quotas. In *Upselling Techniques (That Really Work!)*, Stephan Schiffman provides readers with a complete system for developing and executing successful upselling plans for existing and new accounts without pushing the envelope too far, including useful information that helps salespeople: Increase the size of the average sale; Develop a unique strategic plan for important customers; Position themselves as an irreplaceable business ally; Fend off the competition, hold on to the account...and expand its value over time.

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