CROSS-SELLING, UP-SELLING & RELATIONSHIP-BASED REVENUE GROWTH COURSE

Introduction

The Cross-Selling, Up-Selling & Relationship-Based Revenue Growth Programme is an advanced sales and commercial development programme designed to equip sales professionals, account managers, relationship managers, customer experience teams and business development executives with the capabilities required to increase revenue from existing customers while strengthening long-term customer relationships. This programme provides a structured approach to identifying and converting these opportunities without turning customer relationships into purely transactional sales interactions. Participants learn how to understand customer needs, business priorities, purchasing patterns and future requirements so that cross-selling and up-selling recommendations are relevant, timely and value-driven. The programme distinguishes between cross-selling, where complementary products or services are introduced, and up-selling, where customers are guided toward higher-value or more comprehensive solutions. Participants learn how to determine when these approaches are appropriate and how to position them around genuine customer value. The programme also examines customer segmentation, account intelligence, customer lifetime value, share of wallet, opportunity mapping and account-growth planning. Participants learn how to identify customers with expansion potential and prioritize opportunities according to customer value, business fit and relationship strength. Ultimately, the programme helps organizations build a systematic approach to: Customer Understanding → Relationship Development → Opportunity Identification → Cross-Selling → Up-Selling → Account Expansion → Customer Value → Sustainable Revenue Growth

Course Objectives

- Explain the strategic role of cross-selling and up-selling in revenue growth.
- Identify customer expansion opportunities using customer intelligence.

- Distinguish appropriate cross-selling and up-selling opportunities.
- Analyse customer needs, purchasing patterns and business priorities.
- Develop customer-specific expansion propositions.
- Apply relationship-based selling techniques.
- Increase customer share of wallet through relevant solutions.
- Identify and develop multi-level customer relationships.
- Use CRM and customer analytics to identify growth opportunities.
- Apply customer lifetime value and profitability concepts.
- Handle customer resistance to additional products or services.
- Develop strategic account-growth plans for existing customers

Course Modules

> Module 1: Foundations of Relationship-Based Revenue Growth
- Principles of customer-based revenue expansion
- Cross-selling versus up-selling
- Relationship-based versus transactional selling
- Connecting customer value with revenue growth

> Module 2: Customer Intelligence & Expansion Opportunity Identification
- Customer data and account intelligence
- Understanding customer needs and business priorities
- Identifying unmet and emerging customer needs
- Mapping customer expansion opportunities

> Module 3: Customer Segmentation & Account Growth Potential
- Customer segmentation and prioritization
- Customer value and profitability analysis
- Account potential and growth scoring
- Identifying high-potential expansion accounts

> Module 4: Advanced Cross-Selling Strategies
- Identifying complementary product and service opportunities
- Customer needs-based cross-selling
- Product and solution bundling
- Timing and sequencing cross-selling opportunities

> Module 5: Advanced Up-Selling & Value Expansion
- Identifying higher-value customer requirements
- Premium products, upgrades and enhanced solutions
- Communicating additional value and benefits
- Managing price-value discussions during up-selling

> Module 6: Relationship Management & Customer Trust
- Building trust and credibility with customers
- Relationship development and customer engagement
- Strategic communication and active listening
- Managing customer expectations and commitments

> Module 7: Stakeholder Mapping & Account Penetration
- Identifying customer decision-makers and influencers
- Mapping departments, business units and locations
- Developing multi-level customer relationships
- Expanding relationships across the customer organization

> Module 8: Customer Objections, Resistance & Ethical Selling
- Understanding resistance to additional purchases
- Handling price, relevance and timing objections
- Ethical persuasion and customer-centered selling
- Protecting customer trust during revenue expansion

> Module 9: CRM, Customer Analytics & Revenue Opportunity Management
- CRM systems for account development
- Customer purchase-pattern analysis
- Share-of-wallet and customer-lifetime-value analysis
- Account-growth dashboards and opportunity tracking

> Module 10: Strategic Account Expansion & Sustainable Revenue Growth
- Developing strategic account-growth plans
- Customer retention and expansion strategies
- Measuring cross-selling and up-selling performance
- Building a sustainable relationship-based revenue-growth model

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