

Activity 37-A

Down-Selling To Better Serve

Collect a few business cards from each sales professional, label reverse sides with differing products/services you offer that all have an “up-selling” and thus “down-selling” relationship with one another. Shuffle the deck and pass the deck around the room having participants to one card each until the deck travels the room several times and all cards are taken.

Then begin the fun-and-games and see how fast you and your colleagues think on your feet. Take your turn PRESENTING your product/service in the:

Claim-Fact/Feature-Benefit-Naildown sequence

And then pass the selling dialogue onto your next colleague by calling the next name and the item on the reverse of their card. Continue the “down-selling” sequence until all participants have gone at least once.