

How to Sell without Selling: The On-Site Service Team's Sales Conversation Starters



Your onsite service staff is in the perfect position to make recommendations of upsell and upgrade opportunities. *They don't need to close the deal, just plant the seed.* Use these conversation starters to help initiate the discussion. Have your Sales and Service Teams identify opportunities to make recommendations to your clients. Next, role-play each scenario. Document a process for your service team to let your Sales Team know when a seed has been planted.

Have you thought about . . .

...upgrading your computer? . . . it will run faster, be more compatible with your software, be more secure . . .

...trying our new (add service or product here)

Add your own here:

I'm concerned about . . .

...your server crashing...

...the security on your network...

...your warranty on your appliance expiring...

Add your own here:

Hey, I noticed . . .

...your phones sound choppy...

...when I was installing your...

...when I was updating your electrical...

Add your own here:

Once the recommendation has been made, close with:

"I'll have Lisa (replace my name with the correct person in your Sales Department) reach out to you to discuss."