



Call Center Sales and Ethical Upselling Practice Training Course

23 – 27 November 2026
Casablanca



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Ref: 688_152555 **Date:** 23 – 27 November 2026 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Call Center Sales and Ethical Upselling Practice Training Course is a five-day practitioner course for call center sales agents, service representatives with sales responsibilities, team leaders, quality analysts, and supervisors who leave with a Call-Center Sales Practice Plan. Participants use customer needs discovery, recognize suitable sales opportunities, present value, control conversations, address objections, confirm consent and transparency, and review call quality evidence. The course keeps recommendations relevant to customer intent. Agile Leaders Training Center presents ethical call center selling as evidence-based interaction practice.

Who Should Attend

- Professionals responsible for presenting relevant offers during customer calls
- Service teams responsible for recognizing needs-based sales opportunities
- Team leaders responsible for coaching sales conversations
- Quality analysts responsible for evaluating offer suitability and call evidence
- Supervisors responsible for conversion quality and ethical sales practice

The course assumes participants already handle customer calls and leaves out field sales, sales management, cold-calling campaign design, complaint resolution, and contact-center administration.

Departments and Industries

The course supports departments and industries where customer calls may reveal relevant and suitable sales opportunities.

- Contact centers, telesales, and customer care
- Quality assurance, sales enablement, and service operations
- Banking, insurance, and telecommunications
- Retail, travel, and subscription services
- Healthcare services, utilities, and digital platforms

Learning Objectives

By the end of this course, participants will be able to:



- Analyze customer needs and sales opportunity signals
- Apply relevance and suitability screens to additional offers
- Build value statements for customer-specific recommendations
- Use call-control and objection-response methods
- Evaluate consent, transparency, and call quality evidence
- Build a call-center sales practice plan

Course Agenda

Day 1: Ethical Opportunity Recognition

- Customer Intent and Sales Boundary Map
- Ethical Opportunity Recognition Guide
- Offer Relevance Screening Card
- Consent and Transparency Check
- Service-to-Sales Transition Criteria

Day 2: Needs Discovery and Value

- Needs Discovery Question Map
- Active Listening Evidence Sheet
- Customer Priority Capture Grid
- Value Statement Builder
- Offer Suitability Checklist

Day 3: Recommendation and Objections

- Upsell and Cross-Sell Decision Matrix
- Recommendation Sequencing Canvas
- Benefit Explanation Pattern
- Objection Response Grid
- Customer Choice Confirmation Record

Day 4: Call Control and Quality Evidence

- Sales Conversation Control Map
- Expectation Setting Script Guide
- Conversion Evidence Log
- Call Quality Sales Scorecard
- Coaching Observation Record



Day 5: Ethical Sales Call Practice

- Exercise: Discover Needs and Screen Opportunity Relevance
- Exercise: Build and Present a Suitable Value Statement
- Exercise: Respond to Objections and Confirm Choice
- Exercise: Score Sales Quality and Conversion Evidence
- Capstone: Call-Center Sales Practice Plan

Practical Exercises

The course uses banking, telecommunications, retail, and travel call scenarios to test sales decisions and conversation evidence.

- Suggested activity: distinguish a relevant opportunity from an unsuitable additional offer.
- Suggested activity: build a needs-based value statement and explain the offer without pressure.
- Suggested activity: respond to an objection while preserving customer choice and call control.
- Suggested activity: score a recorded scenario and identify one coaching action.

FAQs

Who suits call center sales and ethical upselling training, and what does it assume?

Professionals who present, coach, support, or evaluate sales offers during customer calls suit the training; it assumes experience handling customer interactions but no responsibility for sales strategy.

How does call center sales and ethical upselling differ from general sales training?

Call center sales and ethical upselling focuses on short voice interactions, needs signals, relevant additional offers, consent, call control, and quality evidence, while general sales training covers broader prospecting and account activities.

How should call center agents identify suitable upselling opportunities?

Agents should identify suitable opportunities by confirming the customer's stated need, testing relevance, checking suitability boundaries, and linking any additional offer to a clear customer benefit.

How can call center sales teams handle objections without pressure?

Teams can handle objections by clarifying the concern, answering with relevant evidence, checking understanding, preserving customer choice, and recording the outcome accurately.

Which evidence helps review ethical call center sales quality?

Useful evidence includes discovery questions, relevance checks, value explanations, consent confirmation, objection responses, customer choice records, conversion outcomes, and calibrated quality observations.



Conclusion

Participants leave with a Call-Center Sales Practice Plan containing opportunity criteria, discovery questions, relevance screens, value statements, suitability checks, objection responses, consent checks, quality evidence, and coaching actions. The plan makes additional-offer decisions reviewable during service calls. It helps teams improve sales practice while preserving customer choice.