



## MEDIA RELEASE

### FOR IMMEDIATE USE

Date: July 1, 2009

### WANT THE SECRET TO UPSELLING?

Leading Sales guru, Tim Shaw is presenting a “must see” seminar **UpSelling to Success** on Monday 31<sup>st</sup> August 2009 at 8.30am during the **JAA International Jewellery Fair (IJF)** at Darling Harbour.

Upselling is a sales technique designed to increase the size of the sales invoice. It's an important business concept as it requires sales people to not be order takers, but instead be active sellers. The technique involves promoting upgrades or add-ons to customers that are extra purchases to increase sales.

Tim Shaw will share his secrets and equip attendees with essential sales techniques.

At just only \$25 per head of high octane sales information, this seminar will provide effective strategies on how to “upsell”. This will ensure that asking the customer to buy more than planned doesn't come across as a high pressure sales tactic.

“Tim Shaw's seminar is an essential event for visitors and exhibitors alike. The jewellery industry does not capitalise on the value of a motivated purchaser. Tim will provide unique insights on how to add value to a sale”, said Gary Fitz-Roy, Managing Director, Expertise Events, the event organiser.

To book or gain further information on Tim Shaw's Sales Seminar visit the website [www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au).

**Where & When:** International Jewellery Fair Sydney (IJF)  
Sydney Exhibition Centre, Darling Harbour  
August 30 – September 1, 2009

**Information & Registration:** Call + 61 2 9452 7575 or visit

[www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au)

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MEDIA ENQUIRIES

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For events brought to you with a personal touch go to [www.expertiseevents.com.au](http://www.expertiseevents.com.au) or call **02 9452 7575**.