

UPSELL TACTICS



***50 POWERFUL TIPS TO
INCREASE SALES WITH UPSELLS***

Upselling is simply the process of selling an additional or an upgraded product to a customer. In order to keep the money coming in, you always want to go for this little extra, whenever the opportunity presents itself. Here's how to go about it:

1. Include a discount for a related product in the body of your informational product. If they like what they have already bought, they are more likely to come back for more.
2. Make the discount part of the payment process. Offer a combined discount if they order two or more products.
3. Send a discount authorization number in the "thank you" email that acknowledges the placement of an order.
4. Build a mailing list of "preferred" customers who get a fixed discount on all future purchases, as well as special advance pricing on new products.
5. Add a button you're your home page that takes readers right to the discounts.
6. Suggest an additional product based on what the customer has already purchased.
7. Explain why that additional product would make life so much easier for the customer.

8. Point out what types of problems the additional product could help the customer avoid.
9. Make the customer feel special, i.e. not everyone gets a discount like this.
10. Suggest specific products to go with the purchased product, and explain why the two go together so well.
11. Don' t leave the offer on the table too long - limited time only often works well for many situations.
12. Combine different mediums. You can sell an ebook along with a video. Mixing and matching can create some appealing choices for customers.
13. Rotate the combinations. This will give customers something to look forward to, and they' ll come back more often.
14. Announce new products and pair them with an older product for a one-time special purchase.
15. Do promotional campaigns that demonstrate how two products can work together to create superior results.
16. Collect and use testimonials in your upselling. Hearing what a good deal this is from another customer sometimes will close the

deal when you can' t.

17. Keep it low pressure. When this happens, you become the friend rather than the adversary.
18. Know your stuff. Nothing kills an upsell attempt like not being able to answer questions or overcome objections.
19. If you honestly don' t know an answer, be honest, find out, and get back with the customer. It will be appreciated and will keep the rapport positive.
20. Target your upselling attempts. Not every customer is ripe for this type of activity. Go for the ones who are ready today, and revisit the others at a later date.
21. Keep it short. No one likes a long-winded salesperson.
22. Keep it real. Don' t make promises you can' t keep.
23. Keep it on topic. Don' t prevaricate, hoping to weaken the client. It backfires most of the time.
24. Keep it honest. Stand by everything you tell the customer.
25. Be enthusiastic about the products you upsell. If you aren' t, then the customer won' t be.

26. Ask questions along the way. This helps you to clear up miscommunications before they can grow into something too big to overcome.
27. Make it easy for the customer to say yes. This means they can always stop you to accept the deal.
28. Make it hard for the customer to say no. Be prepared to respond to every objection with a benefit.
29. Always affirm the thoughts of your client. Then turn them around to why they need the product you are recommending.
30. Never argue with a client. It closes a door that will never open again.
31. Don't say no to a client. If they want something you can't deliver, tell them what you can do instead.
32. Make it clear you have the best interests of the customer at heart. If it is obvious you just want to make a sale, you'll lose them in a short period of time.
33. Always appreciate the past business from the customer. Make it a point to mention it. They'll feel special because you remembered.
34. Say the client's name now and then. One's own name is the sweetest sound many people ever hear.

35. Even in email correspondence, always address the customer by name from time to time.
36. Ask the client for ideas on what they could do with the additional product.
37. Follow up on those ideas by exploring them a little further; it helps the client build a stronger affinity with the product.
38. Ask how the customer would handle those same situations without the product.
39. Point out how solutions would be so much easier with the product than without.
40. Ask clarifying questions to make sure you understand what the customer is saying. It lets them know you are listening and want to get it right.
41. Keep the purchase options simple. Too many options could lead to confusion, then to frustration for the customer.
42. Walk the customer through the process of purchasing if necessary. A little handholding to complete a sale is a good thing.
43. Close the sale whenever you get the idea that the client is ready to make a decision. A second later may be too late.

44. Confirm the terms of the order. You want to make sure everything is exactly as it should be.
45. Thank the customer for the order now, even if another form of thanks will take place later (such as in a confirmation email). It is not overkill to do it twice.
46. Always ask for referrals. They can lead to additional opportunities for new sales and subsequent upsells.
47. Follow through and make sure the order is fulfilled according to terms. If there is any type of delay, make sure the client knows about it in advance.
48. Confirm the delivery of the order.
49. Schedule a follow up contact with the client to get feedback. This can be done with a phone call or an email.
50. Always schedule that follow up for a few days after the customer receives his or her order. It is not only a chance to get feedback on the latest purchase, but also a chance to secure permission to contact the client about future offers.