

- Upsell 101 -

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(Taken from the **Definitive Cold Sales Course**)

What Is Upsell?

Simply means to sell more than the prospect originally intended to buy. For example, after an interview, the prospect decides to buy a product/service.

Yet after the decision, the sales rep immediately states "Great! Would you like to upgrade to the package one above that? You get 2 times more and it only costs 15% more!"

You see? Upselling can mean offering a larger package to the customer (after he closed). You can also offer more of the same item.

You can also offer complimentary items/services. Like webcam and keyboard to a pc purchase. Or typically stores will offer antivirus or windows 10 operating systems to purchases.

Coffee shops offer cakes, biscuits or sandwiches to coffees.

McDonalds offers fries and coke to a hamburger.

Camera stores offer lenses, lightning and memory cards to camera purchases.

Consultants offer software, additional training, seminars or books to their consultancy services. Or vice versa, consultation to the seminars, books and trainings.

And the list goes on...

Why Upsell?

Typically selling more to a purchase increases profits and quantity of products sold.

This is good for 2 reasons. One, as mentioned, profits.

Secondly the more products/services you have with a customer, the more you increase loyalty (as there is a higher commitment towards your company/products).

And being exposed to more products, it can better serve the customer, handle its problems and therefore increase satisfaction.

Here Is *HOW* To Upsell

After someone has already committed to purchasing a product of your, its easier to get them to buy additional things. So its easier to sell more by offering more to already existing buyers. The fresher (more recent) the buyer, the better.

Here is how to upsell plain and simple.

prospect takes out the card to pay for something

Sales rep: Great, all I need is the card. By the way, would you like to get *insert additional relevant items here* to your purchase? Because you are already buying 'XYZ' item, I can give this additional one for only half its original price. What do you say?"

Good trick to use in upsells is to reward additional purchases. Like "Because you buy *that*, you get *this* for half its price."

Or "You can get 3 for the price of only 2".

Give discounts here. Most likely, your company will still benefit even with the discount given. And your commission... Will increase nevertheless. So why not reward your customers with some discounts?



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