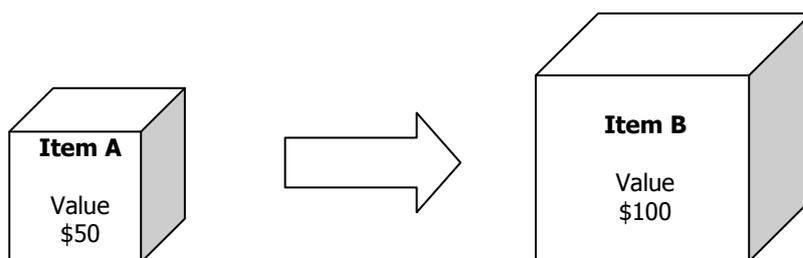


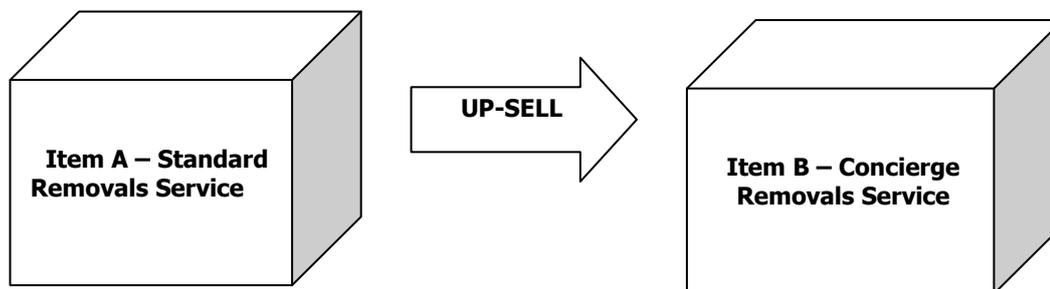
The Up-Selling Process

The role of the up-sell is to encourage the customer to buy the next size up of the product or a more expensive version of the product. For example, many fast-food outlets like McDonalds will ask you when you order from them would you like to Upsize your value-meal from a small to a large. The reason for doing this is to increase the **Total Dollar Value** of your purchase.



Sample Up-Sell Sales Process for a Removals Company

A removalist company might provide a range of business moving facilities such as just moving a company to a new premises to more extensive services such as a fully managed concierge removal service.



Item A - Standard Collection of Goods
 Shipping of Goods to Site
 Unpacking of Goods

Item B - Concierge Service
 All items Packed for Customer
 Planning of arrangement of goods at new site
 Concierge to Look after all shipping
 Concierge to manage delivery and Unpacking of goods at site

Reasons For Up-Selling

1. **Increase Total Sale Value**
2. **Shows the Customers You Are Interested in their Needs**
3. **Provides you with the open opportunity to value add**
4. **Helps you shift a customer from being a B-Grade Customer to A-Grade Customer through increase customer sales**

Where Can Up-Sells Occur

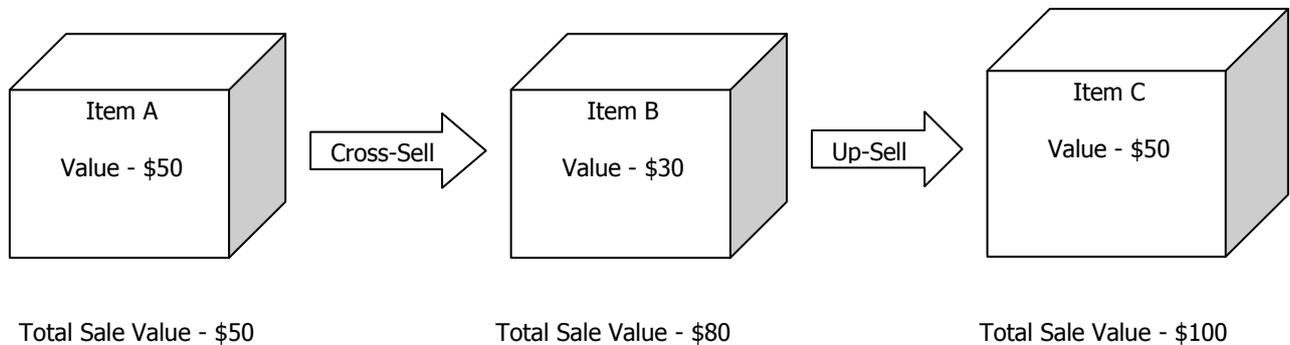
1. **In the Show-Room** – If you are going to up-sell in the showroom make sure you have the item available.
2. **On Your Website** – eg. If you are a training company you can up-sell from the one day course to the two-day course
3. **In The Field**

Things To Remember

1. **Do Not** Try to Up-Sell during the exchange of money.
2. All Up-sells must be done during the order process.
3. If there are different versions of a product like a Gold and Silver version make sure you tell the customer what the different versions are. If they find out later, it will affect the trust your customer has for you.

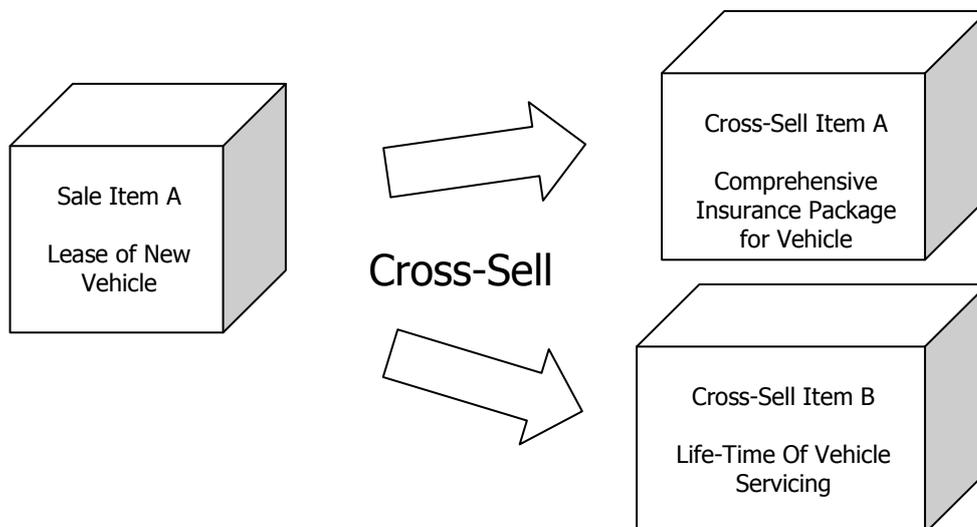
The Cross-Selling Process

The process of Cross-Selling is to recommend a product or service to the customer that is associated with what they wanted to buy. For example, if you visit a McDonald's restaurant and buy a Big Mac they may then ask you "**Would you like Fries with That**". The key with cross-selling is to make sure that the item is relevant to the initial item ordered. The other advantage is that once you have achieved the cross-sell, you can then up-sell to a larger item.



Sample Cross-Selling Process for a Finance Company

A finance company could increase their total sale value to a customer by cross-selling items that would be valuable. For example if you sold a lease of a vehicle, you could also do a deal to incorporate a *Comprehensive Insurance Package* as part of the lease and work with the vehicle supplier and a *Life Time of Vehicle Servicing Contract*



Reasons For Cross-Selling

1. **Increase Total Sale Value**
2. **Provide the customer with a related product or service**
3. **It shows the customer you are thinking about their needs**
4. **Provides you with another avenue to up-sell and cross-sell.**
Eg. If they choose to purchase the cross-sell item you could then up-sell to a larger version of the item.

Where Can Cross-Sells Occur

1. **Point of Sale** – the number one place to undertake a cross-sell is at the point-of-sale. Train you staff to look for opportunities to cross-sell items.
2. **The Showroom** – is an easy place to make a cross-sale. For example if a person is looking at a bed, suggest a pair of satin sheets would go well with this bed.

Things to Remember

1. Whilst in theory you could cross-sell and up-sell as many times as you want, remember if you push the sale price outside the limits of the customer you will lose the sale
2. Never cross-sell after you have taken the money.
3. Make sure all cross-sell items are related to the initial item