

HOW TO UPSELL AND HAVE YOUR CUSTOMER LOVE YOU FOR IT



STEP 1

Look at your top 5 best selling products and see what you can upsell with them, and how they will benefit the customer.

Product	Upsell Product	Why It Benefits the Customer To Have Both
1		
2		
3		
4		
5		

STEP 2

Speak to your team and ask them which items people generally (or should) buy together.

- 1 _____ goes with _____
- 2 _____ goes with _____
- 3 _____ goes with _____
- 4 _____ goes with _____
- 5 _____ goes with _____



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STEP 3

Next, try writing a script that you could use to upsell a product from step 2, with the sales of the product from Step 1

Eg

"Like all peep toe wedges, you can get a bit of rubbing on your big toe with these shoes. I find that these little sticky pads make life so much easier, and you won't have to dash around looking for a store to buy bandaids on your night out. Should I pop those in for you as well?"

Combination 1

Combination 2

Combination 3

Combination 4

Combination 5
