



Quick Tips

7 Ways to Master the Upsell

Full article:

<http://www.marketingforowners.com/money-table-7-ways-master-upsell-email/>

1

Consider The Hard Part Over

Don't worry about casually asking your customer if they could use accessory x, y or z. They probably do. **They've already got their wallets out.** This is the ideal time!

2

Keep It Simple

For each product or service you have, **try to limit to one...maybe two upsell options** for your customers. Keeping it simple makes the customer not feel overwhelmed and makes it easier for them to think "Sure, why not, I need that anyway."

3

Use Assumptive Language

Since the customer is already spending money with you, what's a few bucks more? **Reflect that assumptive quality in the language you use** to upsell.

4

Sell Benefits

Sell the benefits – and not the features – of the upsell. You can list the features later if they want to click through and find out a few more details about the product.

5

Bundle Up

If you have **a few accessories that are complementary to your main product**, and that you could easily 'bundle', try it out! Make sure you make the value of the bundle crystal clear.

6

Tick Tock

A compelling way to make an upsell happen is to **threaten to snatch it away any minute**. Make them feel like the moment they are currently experiencing – their wallet-out moment – is very rare. Experiment with adding a timer.

7

Test, Test, Test

Test! Experiment! There is something that your customers will appreciate you 'offering' to them when they are about to check out. You just have **to find out what it is!**