Quick Tips
7 Ways to Master the Upsell

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!

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.”

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.

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.

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.

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.

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!