

What is up-selling and cross-selling?

- Up-selling is the technique of increasing the sale value by adding extras at the point of sale
- Cross-selling is the strategy of selling more of your portfolio of products to each customer over time

How does up-selling work?

- The basis of an up-sell is that there is an incentive for the customer to spend more
 - o Free shipping if the order exceeds a certain value
 - o Money-off voucher applies when an order exceeds a certain value
 - o Peace-of-mind from an extended warranty
 - o A bigger meal for a slightly higher price
 - o Volume discount
 - o Special polish to protect your new shoes
- The benefit must be spelled out to the customer
- Successful up-selling is always more-or-less scripted – and sometimes the salesperson is incentivised

How does cross-selling work?

- Use something like this simple matrix

	Product A	Product B	Product C	Product D
Customer 1		Y		Y
Customer 2	Y	Y		
Customer 3			Y	Y

- Where a customer has not yet bought one of your products then use this as the basis for a communication strategy for that customer. For instance, from the above analysis you could talk to Customer 3 about Product B
- Don't assume that customers know about all your products – they may think of you only as a supplier of what they have already bought from you
- This is a great reason to keep in touch with customers