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Successful Upselling

By Kevin Nunley

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Ask and most businesses will tell you. The key to their success is upselling. It is one thing to get the sale. It is far better to super-size that sale.

Real profits come when you get the customer to buy a larger, more expensive, or more comprehensive product or service. The guy going into a pet store to buy a fish is a classic example.

When the clerk sees Sam looking at the budget-priced gold fish, she leads him over to the much more impressive tropical fish.

"As you probably know, you will need a fish tank," she says.
"These beautiful fish only live in salt water. We have these \$75 salt water tanks on sale for just \$49.95."

By the time Sam exits the store, he has purchased much more than the twenty cent gold fish he originally came in to get. He is proudly carrying home several exotic species, a \$50 fish tank, fish food, a light, and other accessories. The sale went from a tiny twenty cent transaction to nearly \$100. The store's profit margin rose right along with it.

You Are There To Help

Upselling is easy if you think of your main business as helping customers. Think about the problems your customers come to you with. What does it REALLY take to solve their problems?

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Chances are, your customer needs a lot more than the simple inexpensive solution they first consider. By grouping together several different products and services, you can give the customer a more advanced package that goes much further toward creating a satisfying solution.

Melissa buys a computer. Even though she is not thinking of purchasing anything more than the computer, a few questions posed by the sales person reveal Melissa will probably need new software to help her achieve the things she wants to do with the computer.

The computer and new software have a pretty steep learning curve.

Melissa will need help from an expert and likely a technician to install the network system her needs demand.

The computer retailer anticipates Melissa's situation. Many of their customers are just like her. The store offers a "getting started" package with all new computers. It includes several software choices, instruction sessions, and help with installation. These things are cheap for the store to provide, but greatly increase the value of the purchase.

Three Ways To Make Upselling Automatic

Here are three favorite ways to build upselling into any purchase. Use these and customers will buy two or three times as much without even thinking about it. The day I put these ideas to work in my own business, I tripled my income.

1. Bundle several related products or services together. Drop the price below what the total would be if the customer bought all the products separately.

When a customer inquires about a single item, point out she can get that item PLUS a great deal more by purchasing your bundle.

You will find many customers just can't resist the bundle bargain. Announce your new bundle with flair. It can pull in orders faster than you can fill them, especially if you advertise heavily to existing and previous customers who already have a good taste for what you offer.

2. "It works fine by itself, but it REALLY works when you add

THIS." If your product or service works much better with a complimenting item, be sure to tell customers about it.

It is surprising how many products and services go hand in glove. It's hard to have one without needing the other.

Years ago I wrote press releases for \$75. A great many customers bought the release, but never got around to sending it to media. So I started writing AND sending press releases. The \$75 press release became a \$295 release—and–distribution. Almost no one bought the press release by itself after that.

3. If a little worked, a LOT will work even better. As soon as you learn a customer is having success with your product or service, offer them a good deal on more of it.

Sheila's family likes the yellow bars of soap one company sells. When the distributor who services her account hears about this,

he offers her a deal on six bars each and every month.

This works as well for management consultants as it does for soap sales. If you solve one problem for a company, pitch them on letting you solve three or four more problems for them. Later you can convince them to let you handle all their problem solving needs.

Successful upselling needs to be at the core of every business or professional practice. It can instantly multiply your profits. You might well go from just getting by to living comfortably, and from living comfortably to rolling in wealth.

As you can see, super–sizing every order has to do more with planning than with any special selling skill. Get good at fulfilling a need. Then create packages and strategies that sell even more of your solution to each customer.

Kevin Nunley provides marketing advice, business writing, and popular promotion packages. See his 10,000 free marketing ideas at <http://DrNunley.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801–328–9006.

How To Increase Your Profits By 40% Or More With No Extra Work!

By Richard Grady

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Before I expand on the above heading, I do have a slight confession to make – you will have to do 'some' work for this process to work but I promise it really isn't much and the long-term benefits can be absolutely incredible :-)

The process that I want to discuss in this article is 'upselling'. Upselling may be a method of marketing that you already use in your own online business but if not, I am sure you are familiar with the process.....

Let me give you a couple of 'real world' examples of the upselling technique:

1. You visit your favourite burger joint (McD's, Burger King, wherever, they all use upselling). You order a burger and you are asked, 'Do you want fries with that?' Assuming you say 'yes', the next question is, 'Large?' A high percentage of people will go for this option because for some reason it is easier to say 'yes' than 'no'. You will probably then be asked if you want a drink and again, if you want it large.

2. If burgers are not your thing, how about a visit to your local bookstore? How many times do you see the piles of 'three for two' books? Of course you can buy just one book but if you find another two that you like, you get one free so that's surely a better deal right?

Both of these are examples of upselling and as you will have worked out, upselling is quite simply a marketing method used to persuade your customers to spend more money than they had originally intended.

However, there is more to it than just forcing a few extra dollars/pounds out of your customer's pocket. You see, for upselling to work properly, there has to be something in the deal for both parties. This means that the customer has to benefit too. Indeed, the upsell has to be attractive to the customer in order for them to even accept it. To take the book example above, it is no good offering a pile of 'three for two' books if there is only one title that is popular or a new release – they all need to be good titles that people will want, otherwise the customers will just buy the book that they were originally interested in.

So how does upselling transfer to your Internet business?

Usually it is as easy as adding an additional 'upsell page' in between your normal ordering page and your payment page. This is especially easy with eBooks and other digital products but there is no reason why it cannot be applied to any product being sold online.

I personally use upselling on most of my websites and in a number of different ways so it is probably as easy to look at how I use upselling as this will help you to begin to apply the technique to your own website business.

I use upsells on my eBook sales by directing the customer to an upsell page after they have decided to purchase one of my products. A typical upsell will be to offer the customer the chance to purchase both the eBook that they are interested in plus one or more associated eBooks for a heavily discounted

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price. I ensure that the discount is considerable as this makes the deal far more attractive for the customer but involves me in no extra work if they decide to go ahead with the upsell.

With my membership sites, the upsell is slightly different and subscribers are offered the chance to make a large saving if they opt to pay for an annual subscription rather than month by month. Again, a great deal for the buyer but no extra work for me.

Upselling is an extremely simple concept yet incredibly effective. On average, 40% of my customers opt for the upsell if it is offered and I have seen situations where as many as 70% of buyers upgrade to the upsell offer.

Remember, the key to successful upselling is to give the customer a superb deal – it isn't all about forcing that extra bit of cash out of the buyer's wallet. If you don't offer great value and quality products, your customer will end up requesting a refund. But if you DO offer them a bargain then you will have a happy customer that will buy from you again and again.

To put a cash value on the power of upselling, just consider the following comparison for a moment.....

You offer a product for \$20 and 100 people buy it. Your income is \$2000.

You offer a product for \$20 and again, 100 people buy it but this time buyers are offered an upsell which costs \$40. 40% of buyers opt for the upsell offer. Your income is now \$2800 – a 40% increase!

How much extra work would be involved in handling the second scenario above? None really. If you are selling a digital product then there is no extra work but even if you are selling a tangible product, you are shipping to the customer anyway so how much additional effort is required to put the upsell product in the same package?

Powerful stuff and if you are not using upsells already, you really should be.

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UPSELLING BASICS

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Unexplored Profits Of 'Now' Junky Reseller Rights Products

Secrets Revealed Of A Successful Online Marketer – Willie Crawford

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