

UPSELLING

UPSELLING is when the seller encourages the customer to spend more than they originally intended.

YOU UPSSELL by suggesting products that offer higher quality or a larger set of features than the customer's original order, but still fulfill the customer's needs.

EXPOSING the customer to higher value options than their original choice might spark more ideas and an even larger sale.



1. Remember the two goals of upselling: Helping your customer and increasing the value of the sale. Helping your customer always takes precedence!

2. Let the customer decide what is affordable.

3. Upsell accessories that go with their original purchase.

4. Be genuine! Don't upsell what you don't believe in. Customers can tell.

ORDER

UPSELL TO

BENEFITS

Gildan®	EuroSpun	Quality + Hand Feel
FlexFit®	New Era®	Retail Branding
ATC™	FlexFit®	Fit + Styling
ATC™ Bags	OGIO® Bags	Lifetime Warranty
Coal Harbour® Everyday	Coal Harbour® Snag Resist	Durability

TACTIC: If a customer declines an upsell, counter with:

“Can I send you a sample to show next time?”

We can offer 25% off with Coal Harbour®, ATC™ and DryFrame®

REMEMBER!

Today's customers are **smart!** Show them that you're offering them **better value** and that you are addressing their needs. They'll be happier, you'll feel good, and they'll make more money!

HAPPY UPSELLING!

