

Make More Money NOW!
**Master The Lucrative Art of Cross-Selling and
Upselling**

Danny Friedman
President
DANNY Inc

from **Great** to
Extraordinary

PPAI EXPO
#ppaiexpo

Master The Lucrative Art of Cross-Selling and Upselling

What is Cross-Selling and Upselling ?

- Cross-Selling is the practice of suggesting related products or services to a customer
- Upselling is the practice of suggesting higher priced products or higher quantity to a customer

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Key to Cross-Selling: Ask Questions

What type of promotion?

- Event
- Theme
- Recipient
 - Client
 - End User
 - Employee

Ask The Right Questions and Client Will Close The Sale For you

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DRESS IT UP!

- **Make Clients Aware of Complimentary Items**

Examples: Portfolios/Pens,

Blankets/Thermos,

Golf Shirt/Windshirt or Hat

Coffee Mug/Coffee,

Golf Tool/Golf Balls

Travel Chair/Binoculars

**ALWAYS PRESENT COMPLIMENTARY ITEMS TO
INCREASE YOUR SALE!**

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Show Value

- Make sure complimentary item adds value to the order
- Have suppliers work with you
 - Explain the add-on sale to negotiate better pricing

**YOU MUST SHOW A CLIENT THE BENEFIT OF
ADDING A COMPLIMENTARY ITEM TO AN ORDER**

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Upselling Technique #1 Higher Priced Item

- **When presenting to a client, always bring higher priced item even if more than budget**

-Good, Better and Best –Example:Golf Shirts

-Perceived Long Term Value vs. Real Cost

NEVER ASSUME A BUDGET IS A HARD BUDGET. IF A CLIENT LIKES AN ITEM, THEY WILL FIND THE MONEY

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Upselling Technique #2-Higher Quantity

- **Make Client aware of the benefits of ordering a higher quantity**

- Higher Quantity=Better Price

- Higher Quantity means more available if promotion goes well(Then they have more at a better price)

- Higher Quantity means that client can possibly get higher priced item at a better price

ALWAYS QUOTE A HIGHER QUANTITY ON A FORMAL QUOTE EVEN IF CLIENT HASN'T ASKED YOU TO

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Upselling Technique #3-Packaging

- Custom Box or Mailer Box
- Gift Bag (tissue)
- Gift Wrapping
- Cooler Bag, Wine Holder or Bag

Ex. Etched Wine Bottle in Thermal Wine Holder

Ex. Beach Towel in Duffel or Beach Bag

**OFFERING PACKAGING OPTIONS SHOULD ALWAYS
BE PART OF THE CLOSING FOR AN ORDER**

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Other Upselling Options

- What other services can you provide?
 - Graphic design
 - Printing
 - Web site creation
 - Fulfillment

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Cross-Selling and Upselling Tips

- **Be as matter of fact and confident about Cross-Selling and Upselling**
 - State examples of what other clients have done
- **Always quote complimentary items, Higher quantities and higher priced items**
 - You never know
- **Get The “BOSS” involved**
 - Play on the ego

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Summary

- Ask Questions
- Make aware of complimentary items and the benefits of these items
- Never assume a budget is a hard budget



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