



UPSELLING TIPS AND TRICKS

An exclusive webinar by Prakritik Lifestyles

WHY SHOULD YOU UPSELL?

TARGET

Performance is always better when we set out a goal and a target for ourselves. This doesn't have to be something that someone else gives you. A high performer is one who sets it out for themselves. What is your target?



STRATEGY

Whenever we set a target for ourselves, we need to create a strategy to achieve it. This needs to be a list of some sort. Be it the products you wish to focus on, or the commission range you will maintain, or both. Strategies can be achieved only when upselling is a part of your selling repertoire.



COST

Every customer you acquire takes up a certain cost. Even though you may or may not be engaging in any paid ads on any platforms, you are still investing your time in acquiring this. This is an opportunity cost. Upselling is an important tool to ensure that your costs are optimized vis-a-vis your income.



TOOLS

The best way to use tools that are available to you is to upsell. Any sales tool is only effective when there is a possible upselling angle to the ultimate sale. Even if you are not successful in upselling every time, it has to be a part of your offering. This also behaves as a learning tool.



WHEN?

WHEN TO UPSELL

01

Bill rounding off opportunity

02

Buying behaviour opportunity

03

Comparison Opportunity

04

Economy of Scale opportunity

05

Product coupling opportunity

06

Festival/Seasonal Opportunity

07

Convincing Ability based opportunity

08

Offer based opportunity

WHO?

WHO TO UPSELL TO

01

Regular Customer

02

Friends and family

03

Those between the age of 28-35

04

People who are "eco friendly"

05

Customer's referral

06

People who are celebrating

07

Those who have received third salary

08

New Customers

WHAT?

WHAT TO UPSELL

01

Products that they have shown interest in

02

New products

03

Products that have offers on them

04

"Unique" Products

05

Products that are used with the ones they are buying

06

Low ticket value products

07

Products that others in thier network are buying

08

"Status" Products

Question ?





THANK YOU



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