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Upsell Profit Tactics

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Section I: All About Upselling

What Is An Upsell?

You pull up to the drive thru... Within seconds, you're ordering a steak on a bun and a large coffee (double-double).

"Would you like fries with that?" says the disembodied voice from the lop-sided speaker.

"Sure, give me a large fries," you say, suddenly imagining how crispy, hot and salty they'll taste.

Congratulations.

You have just been the "victim" of an Upsell – and your favourite fast-food restaurant pocketed the profit.

Why Should Business Owners Use Upsells?

Big companies have always used upsells as a standard means to increase their profit ratios. However, it's usually the person running the small business who often never even thinks about doing this.

In the case of internet marketing, very often it's because the learning curve at the beginning is huge for people who may never have worked outside a structured traditional "job" before – but once you've got your feet wet and have tested the water, continuing to ignore this extra

avenue of income makes absolutely no sense. There's simply too much to miss out on by not going after the upsell dollars.

Selling only the obvious item and blindly turning away from other avenues for profit during a transaction is rather like giving that fast-food restaurant a $20 bill – and walking out without the change because it's just too much trouble to bother waiting for it.

When it comes to business, it doesn't matter whether the upsell is for $1000 – or 5 cents: *Leaving money "behind" is like throwing it away*.

If you're thinking that 5 cents doesn't matter, consider the case of corporate giant hardware and home renovation chain Home Depot: One of their largest annual sources of revenue is the 'nuts and bolts' aisle where people buy half a dozen screws at a time… 2 or 3 bolts… 10 washers… 2 hinges, and the like. These tiny pieces of hardware cost anything from 2 – 20 cents apiece.

Peanuts, right?

Perhaps you'd be as surprised as I was to find out that at year end, screws, washers and nails add up to literally millions of dollars in sales, representing a major source of revenue!

In fact, Home Depot is more concerned with "shrinkage" – **i.e.** theft – from that section of the store than anywhere else. "People think they are stealing `just a couple of penny screws' and that it 'won't matter', one Home Depot manager recently told me: "But the fact is, shrinkage

from that one aisle alone is a serious concern that has a major year-end effect on company profits."

Shrinkage is not quite the same as neglecting extra sources of revenue, but the principle is the same: *Pennies do matter*. As an entrepreneur you may not make millions from extra sales, but let's do some math.

Supposing you ran a membership site that provided fresh graphics and templates to other internet marketers. You're asking a modest monthly "basic" membership fee of $10.00 a month.

If you ended up with 140 members at the end of that first year (at an average of 30 new members in the first month and 10 new members per month thereafter) you'd end up with an income from this one membership site of $10,200 by the end of that first year. (The next year your income would be higher, assuming that any members who left were **equally replaced** by new ones – $16,800 a year.)

Now suppose that instead of just offering them one simple membership for $10.00, when they clicked on the "join now!" page, they are confronted with the unexpected option of choosing the "Deluxe" membership for a mere extra $5.00 per month.

And out of the monthly extra 10 who join, 8 people per month actually choose this added-value option, signing up at $15.00 per month instead of $10. That particular year's earnings are increased by the small but significantly higher sum of $3,120.

By the end of the 2nd year, however, instead of merely making $16,800 per year from your 140 members, you're making around $25,000.
Add a "Professional" membership to the mix for $20, and by the end of year 2, you could be making even more from **the exact same number of members**.

In other words, by the time you're well-established, you have the potential for earning almost double the annual income from **that one single membership site** than if you had settled for only one option of a flat $10 fee per month for your membership – or cut out a whole group of interested but income-challenged potential members by going for a *higher* monthly "flat rate" amount.

And your customers had **a choice**. You didn't "pressure" them into anything – you merely offered them **more opportunities and options**.

In turn, each customer chose the option that **best suited his or her circumstance.**

Some of them were thrilled with the low price, since the basic services were all they really needed (or all they could afford) – others were just as delighted to "upgrade" and get more specialized services.

(And the reality is, having multiple options to suit more of your target demographic; you would most likely **capture more members** than our sample scenario allowed – so in reality, your sales would have been **even higher**.)

Upselling is not only ethical – it's easy, and incredibly profitable!

("*Would you like fries with that?"*)

The Difference Between Up Selling And Cross Selling

Granted, we're using the term 'upselling' here to cover two practices. One practice is true upselling as defined by dictionary sources like Reference.com, and the other is `cross-selling'.

`Upselling', properly speaking, is convincing the customer to buy an upgraded, higher value version of **the same product** the customer is considering (or a more **value-added** service option).

`Cross selling' is the practice of offering **related items** to a customer on the edge of making a purchase.

The one important difference to note between the two practices: upselling can occur during any time in the buying process, whereas cross selling is best employed **at the completion** of the buying process, at checkout time. "*Buy MyHandyEbook now, and get the MyHandyEbook Workshop for only $9.95*"… "*Protect yourself from computer crashes, viruses and installation mistakes with the 2 year Extend Warranty on MyHandySoftware for only $17.95 extra*"

When Cross Selling Is Actually Illegal

There are rare instances where cross selling is actually illegal, and you should be aware of this.

For example, in 2008 a controversy blew up regarding eBay in Australia, which was apparently trying to force customers to use PayPal to settle online auctions. They were challenged by a consumer watchdog group, and countered with a legal disclosure that gave them automatic immunity from being charged under Australia's Trade Practices Act. This legislation specifically forbids 'third-line forcing', the practice of basically blackmailing a consumer into buying another product on pain of being forced to forego the initial product desired, if they refuse. (The controversy also arose because eBay actually *owns* PayPal).

The U.S. Can Spam Act is considered more lenient – but the reality is the U.S. has actually seen more lawsuits instituted than Australia's "tougher" Trade Practices Act.

The Benefits Of Upselling

Upselling can be of benefit both to you and your customer. Providing upsell opportunities can:

- Increase sales
- Increase customer loyalty and trust
- **Provide added value to customers (people LOVE buying more when more value is added!)**
- Increase "Wow" factor in customer service

You can also position:

- Saving on shipping by combining items or buying in multiples
- Offering free shipping if combined sales total over a certain amount

Shopping Cart Tips

Use a shopping cart that allows you to implement upsells effectively.

The "*Before You Check Out, Have You Considered*…" technique is particularly successful because the customer is ready to buy – the wallet is already out. Psychologically, this is the best time to offer an "impulse buy" to a customer.

How many purchases have you made impulsively, at the last moment, while checking out? Most of us have done it. And it's not so much our "weak" impulses as excellent merchant positioning.

The Wasted Space Of The Confirmation Page

This is an ideal spot to place and upsell an added-value service or version of your product (or "cross sell" a related affiliate product) – yet many internet marketers churn out confirmation pages by rote, **completely missing** this golden opportunity.

The fact is; an online entrepreneur can't afford to take any element of their website or business for granted. Every blank space in your sales funnel is **PREMIUM** real estate for advertising.

Really think about each page. How can you best use it?

Are you missing any opportunities to cross sell or upsell?

How To Adapt Retail Upsell Practices To Online Upselling

There are various techniques employed by large companies in training their employees to upsell.

Savvy internet marketers arm themselves with these techniques. Although geared to face-to-face encounters, there are still many principles that also hold true online.

Taking Note of Your Customer's Background And Budget

A floor salesman is able to do this easily through conversation. He watches for clues, listens to questions and is smart enough to not always judge by appearances.

As an internet marketer, you don't have that advantage. That's where good customer research comes in handy – getting to know your target market and identify/pre-qualify them as specifically as possible, well in advance. Hopefully you have done this through list building, surveys, forum browsing and noting the trends in your previous sales and feedback.

However, there is one easy and often overlooked way to expand your loyal customer base instantly – and the "mom" marketing network (and a very small minority of top male marketers) know it well, and thrive on accommodating this demographic.

The Hidden Market

A good internet marketer will allow for all budgets, and that has nothing to do with generalization – it's recognizing blossoming online buying trends.

There's a tendency among "guru" marketers (especially males) to cater only to the credit card crowd. While it's true this does represent a major portion of online shoppers, there is another smaller but

significant demographic: those who are ***only*** able to pay via PayPal or money order.

This group would encompass those who do not qualify for a credit card: for example, some of those whose work is 100% freelance based are often unable to get credit cards, so they must rely on PayPal. The same with many disabled people, especially those unable to rush out and easily purchase a money order.

And of course, those who have had previous credit problems, and are now unable to get a credit card. (And in today's economy, this group is growing larger.)

Male internet marketers in particular often seem to brush this demographic off as second class with an "if they don't have a credit card, they can't afford me" attitude. Yet top internet marketers are beginning follow the "mom" market lead, and tune in to this "forgotten" demographic by finally providing a PayPal (or other) option.

As we say.. "A sale is a sale!"

How To Spot A Great Upsell/Cross Sell Option

Put as much thought into these as you would into anything else in your marketing campaign – and allow for it at the very **beginning phases of planning**. *Upsells or cross sells should never be an "afterthought"!*

Criteria you can base your selection decisions on include:

- Past customer **purchase patterns**
- Whether the **related product** you plan to offer will **enhance customer satisfaction** (added value)
- Which one of your upsell options will **best fulfill this particular function**
- How **thoroughly you know** or have collected information on **the product you are planning to recommend**
- Whether or not **you yourself have used the product** you plan to cross sell
- Do you have "quality control" standards in place? The products you cross sell should be **comparable in quality and needs targeting** as your own

When Should You Upsell?

It's worth repeating again: You should be thinking of the upsell at the very **beginning** of every marketing campaign – yet too many internet marketers do add it as an afterthought. *It's a lot easier to incorporate things like upsells at the beginning of your sales funnel creation process than it is to "insert" your upsells after the fact.*

When you are starting out to solve your customer's most pressing problems, that's the time to investigate and consider what cross selling items or upsells you could offer.

Section II: Methods And Techniques

Fear Based Selling

Every copywriter is aware of this phenomenon – and so should every internet marketer be. Fear-based buying is triggered by **need** and **loss**. For example, life insurance commercials on TV tap into fears such as "*my family may not be protected if I don't take care of this right now*".

Warranties are also sold using a fear-based technique. *"If you don't buy the extended warranty, you won't be eligible for assistance should anything go wrong with ABCProduct after the 30-day grace period."*

A more common way of fear-based marketing online? The "limited time at this price" approach. We have ALL seen this one: *"You only have till midnight Tuesday, and then the price will go up forever!"*

Fear-based buying is a technique proven to work with upsells in particular: *"Be among the first 100 customers to purchase ABCProduct – and you'll be able to order the new ABCProduct tote bag for only $14.95, instead of the regular $29.95 selling price. (Offer ENDS June 13.)"*

Recommendation Selling

How often have you visited Amazon.com, Barnes And Noble, or Alibris? If you have, one thing you may have noticed is the way they recommend **specific** "related" products you might like.

Even if you don't have or need the sort of high-powered shopping cart able to build that function in for you, it's still totally possible – given that internet marketers should have a "captive" target market all visiting a site based on a particular subject – to add a targeted, timely and relevant "recommendation" at your check out stage, **or on your confirmation or thank you page** in your sales funnel!

Personal Endorsement

A very powerful related technique is the **related endorsement**. If you've *actually used* a product that you know your customers would love, don't be afraid to offer it as a cross sell. Since stories are powerful, add a paragraph (or send out a special email) on why you love it so much.

Make sure you use **specific examples** of why the product was so helpful to you – ones your customer can really relate to. Focus on the benefits and results your customer can get when they buy your product. (Of course, it goes without saying you should never do this if you haven't actually used the product!)

"Tag Ons"

Call Center representatives are aggressively trained in the art of using "tag ons". Tag ons are upsells made by seemingly random afterthought comments, beginning with phrases like, *"By the way…"* In internet marketing, this translates to your email "P.S.": *"By the way, a great resource if you want to learn even more about XYZLeadGeneration, is this Awesome Lead Generator.*."

In fact, you should NEVER write an email or create a salesletter without adding a "P.S." and even an "P.P.S." at the end. Most of your readers will pay close attention to the "P.S." and many will even skip your entire letter and scroll right down to the "P.S." right away! Strange, but true!

Make It Easy To Return To The Products Page

How many sales are lost because the internet marketer forgot or discounted this important step? If you have more than one product to sell, make it easy for your customer to keep shopping on your site –

and once people have reached "buying mode", they very often do look to see what more you can give them!

How many times when you were shopping online have you responded by clicking on the "continue shopping where you left off?" button, after placing an item in your shopping cart (although you had been fully intending just to proceed to the checkout?)

Use "Tick Off" Boxes Rather Than Buttons

When incorporating items to add at checkout time, studies have shown that boxes your customer can "tick off" work far better than buttons, which they may fear will take them to another page.

And related items that are easy sellers, purchased with **one click on the same page**, make it easy for your customer to buy an upsell. *Remember you have to make it **EASY** for them to buy!*

Take Advantage Of Impulse Buying

The tendency of customers to impulse buy is also another excellent reason for incorporating the "items on checkout page" upsell or cross sell option. (Think of it as the candy bar and magazine rack at your local supermarket checkout.)

Different Types Of Upsell

The "Freebie" Upsell:

This is the most common way for internet marketers to upsell – though many of them never even think of it as "upselling"!

To do this, you offer a small Special Report or a taste of whatever your product is – for free. And when people click on the link to take advantage of your offer, you let them know there's another more heavy-duty version available – your paid product – before they continue to the download area. This is an upsell!

You should do this as blatantly as you like. It could be done with little more than a note on your thank you page: *"Thank you for downloading MyFreebieEBook! If you enjoy the information and find it useful, be sure to check out my even more in-depth coverage of "13 Ways To…"*

Or… You can hit them with an aggressive, time-sensitive offer (you've seen these before, I'm sure): *"WAIT! Before you click away, let me offer you 20% off…"*

And don't forget the **other** priceless, major advantage of offering a "freebie" (especially if you're a new marketer): **Building your list.**

If you're based in North America, once people enter their names and email addresses to receive your free report, you can legitimately send them further offers (until they ask you to stop, according to the Can Spam Act).

The "Basic – Deluxe – Professional" option:

There are many different ways to upsell your services or products. Earlier in our sample case scenario, we explored the "Basic" "Deluxe" "Professional" membership options seen on various membership sites, where the site owner provides either an extra option, extra goods, or better quality goods for the 3 different levels of membership.

The "Silver" "Gold" "Platinum" variation is another twist on this idea. You can really call it whatever you like, as long as it gets your "Great" "Better" "Best" point across.

Some people keep the basic goods provided the same, but add a coaching option, or extra services. And some people use a "Deluxe" upsell only on **an actual product**, figuring out a unique way make a more "special" version without it costing significantly extra. These include:

- Hard copy version
- With or without bonuses
- With XX hours of coaching
- With or without worksheets or checklists
- Added features..

Really, what you can do is limited only by your imagination. And if someone's already done it – give it a new twist. If they haven't – so much the better!

The Extras Upsell:

You could add an extra item or service when considering offering an "extra" – a customized header already finished with your customer's name and company info, instead of just a header blank; or a "supplementary" section of an eBook targeted to a specific segment of their market.

The Package Deal Upsell:

Offering a "group" of similar products - "*Get all my marketing CD's along with a deluxe CD carrying case - and save on shipping!*" **Emphasize the money they'll save**, as well as the convenience, "smartness" and **prestige** of purchasing all your (related) products in one click.

The Length Of Time Upsell:

This one is popular with web hosting companies and membership site subscriptions. Offer your customers the chance to pay a lump sum to subscribe for a longer period of time – **e.g**. 2 years instead of 1 – and receive a significant discount on what would have been the monthly amount.

The Discount Upsell

You could offer a discount if people join your club and commit to buying more than X number of products per month (**e.g.** more than 3 small reports per month) – "When you sign up for the 3-plus option, you will receive all your reports at my special price of…"

The Bulk Upsell

This is where you apply a sliding scale to the Discount Upsell – **E.g**. if they buy 3 reports, your customer receives a 10% discount; 5 reports per order, and they receive 15% off, etc.

The Affiliate Upsell

This is one of the easiest tactics to implement. Many people offer a **related** affiliate product on the "Confirmation" page or Thank You page of a sales letter, one that you will earn a commission on as an affiliate of that product.

The "P.S." Upsell

One highly successful – and simple – tactic that's worth mentioning again is to include your upsell in the P.S. of an email to your list.

The "Disassembled" Upsell

This one is a little trickier to use, but it's worth considering.

Take a look at products you were prepared to sell as a bundle. See if there is a component you can remove from the bundle without annoying past customers used to the item being included. Sell this item as a separate upsell – positioned properly, the customers who don't need that extra component will thank you for not having to pay "extra", and the ones who do may order more than one, to save on shipping (especially if you point that "save on shipping" option out!)

But Exactly How Do You Use An Upsell?

I've mentioned some of the more common ways to use these recognized upsell tactics – but as I stated earlier, you really are limited only by your imagination!

There is an art to upselling products or services, just as there is an art to selling, period. You can't just slap a discount on a product and say, "There! I'm upselling!"

But neither does it require a PhD.

Call Centers are masters of the upsell. "Client Care" representatives are taught the art in simple "what to do" instruction sessions – but rarely told why, or what specific motivations and demographics the Call Center is targeting. *All they have to do is follow the script.*

Call Centers know all too well that upselling is going to feel uncomfortable at first – that is why they are notoriously ruthless about insisting their employees follow the formula. Employees are pretty much emotionally intimidated into compliance – calls are listened in on by 'quality evaluators', and the employee will be scored much lower if they "forget" to offer the upsells.

Some common upsells you are likely to hear when phoning a cell phone Call Center, for example:

- "Would you like to add unlimited text messaging for only $XX a month?"

- "I've been looking at your file as we've been speaking, and I see you're eligible for a discount on a new cell phone"

- "You know, I must tell you about a monthly plan that might actually suit you better …"

- "Did you know you can save a significant amount of money by signing up for our new…"

It's a little like that for internet marketers too. Get into the habit of looking for the upsell – and you'll be amazed how naturally you start finding and including it, within a very short space of time. (Take a cue from the Call Centers, and create a `script' for yourself to make sure you always do.)

Section III: 17 Fatal Upselling Mistakes And The Psychology Of Upselling

"Hot" Buttons

One of the biggest factors you have to consider is not only your target customer's profile, but "triggers" or hot buttons.

Simply put, they'll be:

- The **same hot buttons** that are triggering the sale of your main item or service
- A hot button that **narrows your target customer down** to an even more specific segment of your niche market

Do Your Own Case Study

The best and quickest way to get a handle on upselling is to **do your own case study**.

1. Pick 5 of your favorite internet marketers

2. Check your inbox – if you're like most online entrepreneurs, it will be packed with emails from quite a few. (If your inbox is empty, I salute you, and look forward to your upcoming book on how to be highly organized and sales focused.) (Seriously!)

3. Organize your emails by "From Sender"

4. Read through every single email from your internet marketers of choice. Notice **where they put their upsell links** and **what type of products or services they were upselling,** as well as **how they did it.**

5. Analyze **which ones worked on you**, and **which ones didn't**.

6. Figure out **why they worked**, or **why they didn't**.

7. Visit these links, if you have time, and your marketers' main sites. This time, instead of approaching these pages as a customer, approach them with your "analysis" glasses on. **See where the upsells are**. **Analyze** which ones you're really triggered to buy (or did buy!). **Figure out why they are triggering you**. And, of course, which ones turned you off.

This needn't take more than a morning, tops – but it might be one of the most educational internet marketing mornings you ever spend. (It's like the old proverb: "*He who gives a man a fish, feeds him for a day: he who teaches a man to fish feeds him forever*.")

Once you understand the "why I should do it" reasons, it's easier to implement the "what to do" actions.

17 Fatal Upselling Mistakes

It's not enough to know what upselling is. It's not really enough to put a few techniques in place and then think no more about it. Any truly successful entertainer or business person will be able to tell you that it's taking care of those extra small details while you tweaking your process just that little bit more that often makes for **the most dramatic performance**.

One way internet marketers often fail to do this? Not being aware of the most common upselling mistakes.

Mistake #1: Overselling

This occurs when you attempt to upsell too many items at once, creating too many choices.

Mistake #2: Not Keeping It Relevant

Similar to overselling, one of the biggest mistakes new internet marketers make lies in offering **items that are unrelated**. For example, offering a Special Report on "*How to make money using Facebook PPC*" as a cross sell for an eBook on "*How to set up your cPanel hosting account*" would almost certainly not be even a fraction as successful as offering an accompanying Special Report on "*Using Facbook Groups to Generate Leads*". Keep it relevant!

Mistake #3: Upsell Suggestions Below The Fold

This is a small design issue – but it WILL affect sales, so it's worth mentioning. When possible and appropriate, try to place upsell items **above** the fold on your web pages.

Mistake #4: Ignoring Or Dismissing Customer Fears

This involves **not answering or anticipating objections** by showing **at least one benefit** that would counteract that objection.

Also, not being aware of the one fear customers have expressed again and again in surveys: **Getting "lost" and having to start all over** if

they click on an item right when they're at the checkout point. That's one reason why "tick off" checkboxes work better than buttons in this location – customers **fear** that a button will take them away from the page they're on.

Mistake #5: Offering Products That Actually Compete With Yours

If you're trying to sell your eBook on "My *Safelist Strategies"*, you wouldn't want to add your affiliate link upsell for a competitor's (lower priced) product called "*The #1 Safelist Money Blueprint"*.

Showing competing products is also doubly undesirable because it can cause confusion or indecision – and once a customer feels a hint of either, even at the checkout page, they're likely to get frustrated or nervous, close the window – and abort the purchase operation.

Mistake #6: Proposing Too Great A Leap In The Upsell

This one ought to be a no-brainer, but even large companies still do it.

The bottom line is that, while a customer making a $15 purchase might easily be tempted to be upsold to a $50 version, they are not likely to jump to a $500 purchase. One step at a time..

Mistake #7: Being Too "Pushy"

In the offline world, being too pushy usual translates as a salesman who follows you round a department store when you're still trying to

organize your thoughts. There he is, heartily trying to steer you to the Washer and Dryer section, while you're wishing he'd pipe down and go away because you're still trying to remember that you came in to buy a frying pan.

In the online world, it's more likely to be the marketer who (after you've signed up for his freebie Special Report and put your name on his list) makes you wish you'd never done it. Without giving you even a decent interval to read the freebie, he bludgeons you on a daily basis, pushing his one eBook again and again without a rest, until you experience a weary annoyance at the very sight of his name.

Eventually, you unsubscribe.

A better solution for that marketer after you'd received your Free Special Report would have been to send you a note (or include one at the end of the Report) saying: "*Thank you for downloading my eBook,* "A Guide To ABCMarketing*". If you found it useful, I'd love it if you'd take the time to answer these 5 simple questions for me, so I can bring you products you'll find even more personally suited to your needs in the future.*"

And then, of course, if you were him, you wouldn't forget the P.S. (where your pitch would feel really natural): "***P.S.*** *You can find even more tips – plus complete "how to" instructions and a section on Highly Related Fascinating Stuff – in my new eBook,* Fast Profits in eMarketing!*.*"

Mistake #8: Offering Inferior Products As A Cross Sell

This usually occurs because an internet marketer *has not thoroughly checked out the affiliate product he or she is recommending*. Saying "I haven't used this myself," goes some way in getting the recommending marketer off the hook (especially if they can back it up with proof from **other sources** of why they are recommending it) – but if you can, it's always better to **actually buy and try a product**, before you recommend it.

One other trap to beware of: Recommending an inferior product because of a subconscious wish that the customer would prefer yours. Fortunately it's rare that anyone actually admits to this – the practice is unethical and plain greedy. The perpetrators wants to make the extra money from the affiliate sale, while denying their customer satisfaction from the upsell product, secure in the knowledge they're blaming their dissatisfaction on the inferior product seller.

It hardly needs to be said such tactics – whether from laziness, complacency or deviousness – always backfire.

In reality, what subjecting your customer to an experience of this nature really means is that **they won't trust your recommendation again**.

Mistake #9: Ignoring Gender

It's worth mentioning that what is considered being "too pushy" is sometimes just the difference between men and women. If a male

online marketer tries to sell exclusively to women using typically male triggers like sarcasm, challenges, competition and "mine is bigger than yours" thinking, he's likely to bomb out completely with most of his female target market.

Conversely, if a female online marketer tries to sell an eBook exclusively to an all-male 20-30 year old target market on "*Nurturing Your Car Using Life Force Energy"* (with a Bonus Section on "*Finding Your Car's Inner Color*") – instead of offering an eBook like "*Turn Your Muscle Car Into A Hot Babe Magnet*", ("*Bonus section: Installing Monster Tunnel Rams!*") – she's equally likely to bomb out.

It all boils down to knowing your target market inside and out, down to the last detail.

Mistake #10: Coming Across As Not Believing In Your Product

Most commonly seen in retail sales staff who are ordered to trot out certain phrases or offers to customers, regardless of the "vibe", this happens with upsells too. You end up feeling as if you are being `forced' to upsell. "Oh gee, the manual says I have to add this P.S. and try to make them buy my new Special Report…" What usually `cures' this problem is remembering one vital fact: you're not "pushing" your customer – you're **offering added-value customer service**.

Always having the most highly relevant upsell offer ready to share can actually increase customer satisfaction and place you at the top of their "favorite marketer" list. And knowing this will give you confidence.

Mistake #11: Coming Across As Phony, Artificial Or Lame

Simply put, this happens when online marketers are focused on selling – instead of being focused on the ideal customer's deepest needs, fears and wishes. It's related to **Being Too Pushy**.

In upselling, this artificial quality manifests itself in displaying the upsell in too many places, too many times. (Or offering way too many upsells, in the hope that one will "catch".) No matter what, however, once you're focusing on selling **instead of on solving your customer's problem**, you've most likely **lost** the sale. Always focus on providing value.

Another way you can come across as phoney or off-putting – if you're **too anxious** for the sale. Human nature is a funny thing. If you're too "needy", people run for the hills. Because the focus is on you and your needs – **not on them**.

And who wants to pay good money for that?

Mistake #12: Not Testing Your Upsells

This also ought to be a "no-brainer". You'll hopefully be doing split testing on other aspects of your marketing campaign – be sure to do it with your upsells, too.

Mistake #13: Not Describing At Least One Concrete Benefit

And speaking of things in too many places, this can't be said often enough: Another regrettable trend one sees all too often is an upsell link inserted without any attempt to describe a specific benefit. If you can make one highly relevant statement of this nature – show your customers **what good and helpful things they can do with** the recommended product – you'll significantly up your chances of convincing your subscribers to click on that link.

An example? "*And if you've ever shied away from making your own Youtube videos, fear no more, check out,* Making Profitable Youtube videos without ever showing your face..!."

Mistake #14: Giving Away Your Profits In Order To Make The Upsell

This happens when you don't "think through" your marketing strategy in advance. On the spur of the moment – perhaps because you've read a report like this one – you decide you just *have* to add an upsell to that new membership site of yours. So you offer 2 new custom headers for $10 more a month – without realizing that (since you're

not a graphic artist) it's going to take you about $75 to outsource and develop even the most basic new header.

Mistake #15: Not Planning Your Upsells For Profit

See above – but this also encompasses such basic "newbie" errors as:

- confusing sales with profit
- not taking enough care in pricing services you need to outsource in advance
- not figuring out alternate ways to make your upsell profitable
- not anticipating ways your strategy might go wrong.

Mistake #16: Making Assumptions

Have you tested? Have you run surveys, or checked the results of previous similar sales? It might be as simple as posting a few questions on your blog, and asking for feedback. ("Which would you rather have?...") People love to give feedback, just give them the opportunity.

Really pay attention to the answers, no matter how much you think you know your target market. Their needs and priorities might surprise you.

And of course, **the biggest upselling mistake of all**? *Not even making the attempt!*

Ideas For Upsells

You can upsell your customers on:

- Quantity
- "Added value" bonus products
- Multiples of a product
- "Lifetime" memberships or coaching

Point out not just the personal benefits, but all the other business-increasing ways your upsell can be used. These include your customer:

- Using a purchased product to help build a list
- Becoming an affiliate and making profit off the item (for both of you!)
- Giving it away as a bonus on their site or blog
- Using it on Twitter to bring visitors or affiliate sales
- Use it as an upsell for their own site

You don't have to be a superhero (though the suit will get you noticed).

Selling Styles

There's nothing wrong with being more aggressive – it's still the customer's choice as to whether or not they buy. The only consideration should be: *Is a hard sell approach suitable for my target market, or will am I likely to really offend them?*

In order to make the most out of your upsells, however, it helps to understand the psychological whys and wherefores that go into what make a successful sale.

Buying Signals

Retail salesmen know that when a potential customer asks what seems like **a negative or critical question**, or comes out with **a strong statement**, this is actually a good sign. They're moving closer to being "sold". They actually want you to overcome their objections and "prove" to them why they should buy your product.

You don't see their faces or hear the questions on a website – but sometimes placing a highly appropriate and targeted upsell on your checkout or order confirmation page **while explaining the benefit** can act in a similar way.

It lets the customer know that you've been thinking about their particular situation. You allay their worries about your product **in advance** by providing the perfect complementary product to ensure

that your product is going to work. (A simple example would be offering a super-long extension cord, when selling a printer.)

The Difference Between Men And Women

When it comes to buying preferences and triggers, talking about the difference between the sexes can be a touchy subject due to the vast differences in cultural, economic and life circumstances. For instance, a joke that might be viewed as hilariously funny among a small group of laid back, small town, male and female employees who have all grown up together and know each other well might be the target of a lawsuit in a large city. In large urban centers, different ethnic or cultural groups often fight serious abuse problems like racism and sexism.

However, there are some common gender-based triggers that apply in a majority of selling scenarios, so it is worth touching on them here – with the clear acknowledgement that they do not apply to all men or women.

It seems to be an online fact that women online entrepreneurs market naturally to women. Yet the best internet marketers – male and female – know to a "T" how to market to both sexes (even if they choose not to do it for niche demographic reasons).

A common mistake among male marketers, judging by many of the aggressive offers that cross one's inbox, is **failing to take unique feminine selling triggers and hot buttons into account**. Yet pull up any internet study, and without fail you'll read facts like "women

make up 97% of the online buying market", and "women nowadays control 85% of the household income".

It's also worth remembering that when a male is making an online purchase – or deciding **not** to make one – he has often been heavily influenced by the significant females in his life. (The old cliché about women loving to shop and men hating it does have some truth to it!)

Selling Triggers For Women

Some universal tips that seem to work, when marketing to women:

- Use more personal and emotional words
- Focus on enhancing quality of life benefits
- Use more stories and examples

What Doesn't Work

- Don't ever try to bully a woman into buying. Men more often react to this type of technique by wanting to prove they're "up to the challenge". A woman is more likely to feel incensed, and click away on the spot. (At an offline marketers meeting last year, several female marketers had scathing things to say about a letter from a well-known male internet marketer which included the phrase "I command you to… right now". While the men couldn't understand what the problem was, and several admitted to clicking on the link to find out what it was about, 99% of the women marketers robustly declared they had deleted the letter,

and two had actually unsubscribed. (Only one female marketer in the group thought it was "funny enough to check out".)

Selling Triggers For Men

- **"Instant Gratification" Visuals** – that picture of the hot car is far more likely to appeal to a man than a woman
- **Status** – a man is far more likely to buy to bolster his self-image, or compete

What Doesn't Work

- "Getting touchy-feely", according to the same group of offline marketers cited above. The males in the group of 27 were unanimous in deciding that they preferred to find out "how things work, and if they work – not why and what its motivation is"

(Speaking of cars as an icon representing the differences between men and women, a BBC viewer poll on **The 78 Differences Between Men And Women** brought forth these two particular quotes:

- *"On being told that someone has bought a new car women usually ask what color it is - men ask what sort is it"*
- *"Women have the `we must name our car' gene"*

These comments are meant strictly as humor, but they just about sum it all up. They remind us not to forget that men and women are in

truth hard-wired differently, no matter how much we cross over into each other's emotional (or unemotional) terrain.

With both groups, however – and no matter what cultural bias comes into the picture – it's important to remember that ultimately *selling* **is** *emotional*, not logical.

It's just manifested in different ways.

How To Project A Positive Upselling Personality

It can't be said too often – **think of your customers** – not yourself. Think of their **problems**, and **how you can help solve them**.

Then take it a step further – **what upsells can you provide to solve their problems**?

If you are people-focused, that warmth will come through.

The Last Word: Summing It All Up

To sum up the art of upselling (if you can sum up something that really is an art form):

- Remember that if you have done your "homework" right, you won't be badgering the customer to buy something they don't want – you will be offering **focused, valuable customer service** by providing that upsell

- Focus on providing **solutions** for your customers' problems – not on what you **want** to sell

- Briefly state a **benefit** from the upsell

- Briefly add **why it is unique**

- Provide a vivid mental **picture** of them actually using it **(since you can't get them to actually use it in a physical sense)**

- Make sure your upsell product is not only relevant to your customer specific need, but **totally related to the product or service** you are actually selling

- Don't forget to make the most of upsell and cross sell opportunities like **confirmation pages**, **thank you pages** and email **P.S.**'s

Remember that upselling doesn't just benefit you – providing the right options or items increases **customer satisfaction and loyalty**.
It's all about putting the "WOW!" factor into your targeted customer service.

Whatever technique you use, and however you use it, remember the bottom line is always providing what your customer needs – not what you want to sell.

Do this – and you'll never go wrong.

Take Care,
Geoff Stephen

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