

# GO BEYOND

INCREASE REVENUE THROUGH UPSELLING AND CROSS-SELLING

## ARE THERE BENEFITS?

1. Significantly **increase** your customer LTV (Life Time Value)
2. **Increase** your AOV (Average order Value) per customer
3. **Increase** your **revenue**
4. **Increase** your **profits**
5. **Collect** more leads

## WHAT IS UPSELLING?

Upselling is when the seller encourages the customer to spend more by recommending a higher priced alternative of the current consideration.



## EXAMPLE

### Extended Warranty

Add-on items like extended warranties, damage protection, insurance, or service that supports the product can be upsold at the time of sale or as part of the checkout process.

## EXAMPLE

### Accessories

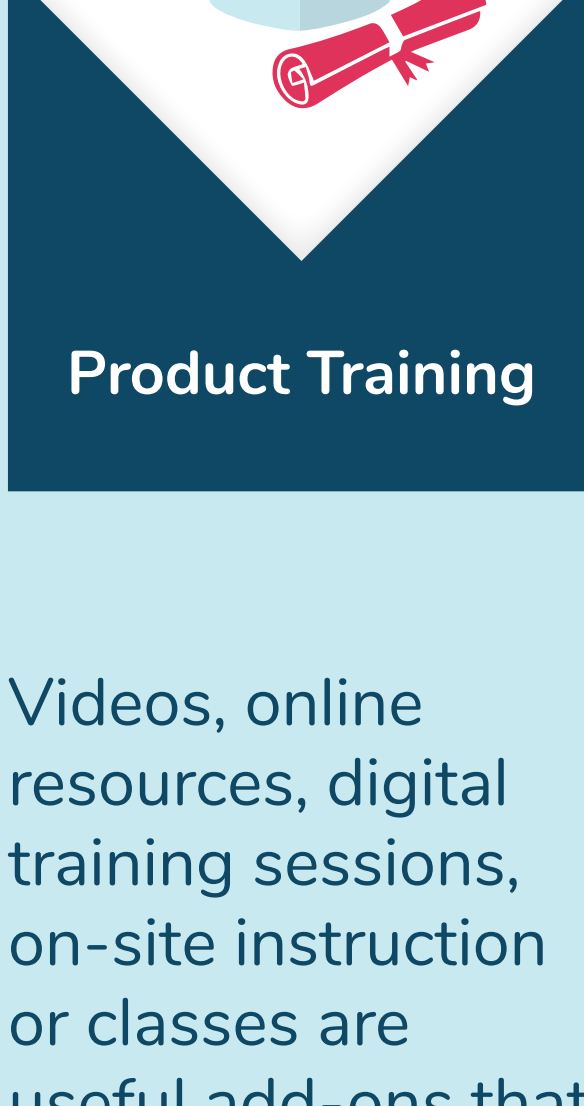
Companion products such as headphones or chargers are great cross-sells. Other examples include coordinating fashion accessories or outfit pieces as well as stands, holders or cases.

## WHAT IS CROSS-SELLING?

A cross-sell is when you recommend your customer to buy a product that complements their existing purchase, but is from a different category (or vendor).

## ADD-ONS

Additional services such as



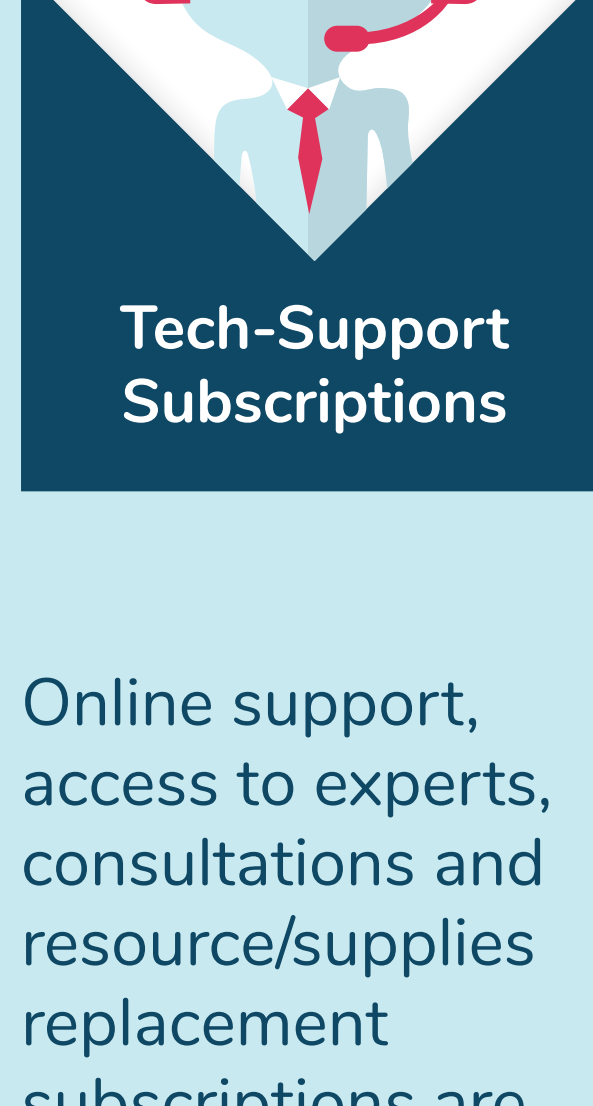
### Product Training

Videos, online resources, digital training sessions, on-site instruction or classes are useful add-ons that can be upsold and will increase the value of your products.



### Protection Plans

Another family of add-ons include protection plans, warranties, and damage insurance, which all sell better as up sells than as stand-alone items.

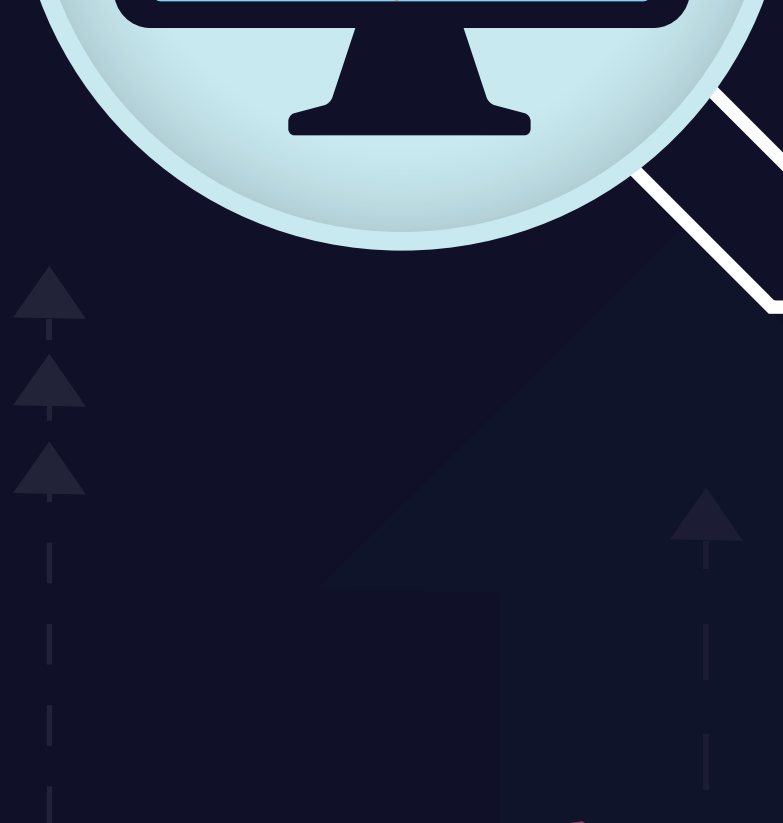


### Tech-Support Subscriptions

Online support, access to experts, consultations and resource/supplies replacement subscriptions are typically bought as add-ons and also improve product value.

## BUNDLES

Packaging 2 or more complimentary products via the cart during checkout.



Studies show that bundled items are perceived as being a better deal than separate purchases, even if the savings is miniscule or nonexistent. Bundle discounts can be even more effective cross-sells.

## HELPFUL TIPS

## AUTONOMOUS UPSELLING

Manually entering upsell items to adapt to your customer's browsing behavior can be costly and tedious. Here are some useful tools to help you **automate the upselling process**.



Adobe Marketing Cloud



Intimatology



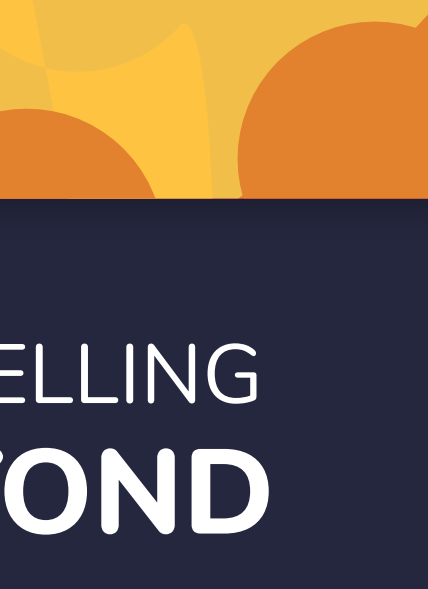
Shopify



Magento



Blue Hornet



HubSpot

## UPSELLING AND CROSS-SELLING HELP YOU GO BEYOND

There are whole worlds of upselling and cross-selling that we haven't explored in this graphic, so don't let your retail environment be limited. To stand apart and beyond your competition, reach for the stars.

Even the most automated platforms don't provide a 'set it and forget it' system for your product relationships. Revisit your customer interests and product arrangements as often as you can.