



# Cross Selling & Up Selling

## Cross Sale



Cross-selling is encouraging the purchase of anything in conjunction with the primary product.

For example, you would cross sell fries if someone just ordered a burger.

## Up Sale



Upselling is encouraging the purchase of anything that would make a customer's additional purchase more expensive with an upgrade, enhancement, or premium option.

For example, you would upgrade that order in an up sale to loaded fries and a bigger more luxurious burger.