



How to Cross Sell

- Pick a cheaper related product:
Cross-sell products should be at least 60% cheaper than the product added to basket, so buyers consider adding them to their basket even though they didn't originally intend to purchase them
- Go for products that are easily missed out:
Filters for lenses, earphones for mobile phones, lighter for a gas stove, the possibilities are endless
- Don't offer too much
Try not to bombard the customer with too many choices that distract them, so they end up abandoning their cart.

Examples of cross-selling



Examples of up-selling






How to Up Sell

- Ensure you know your products

You can not upgrade a product if you don't know what the upgrade options are. An upgrade is normally something more expensive to the customer so they will need to know what they are getting for the extra money.

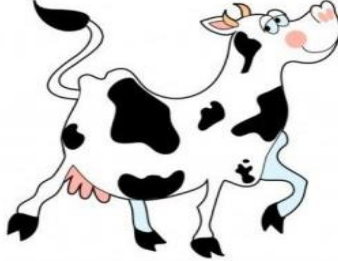
- Make sure the product still relates to what they originally asked for. The customer will disengage if you offer something totally different to the original item.
- Don't risk the original sale, if they say no listen

Buying A Cow?



Cow - \$500


Try Our Best Selling Cow



Better Cow - \$50 more

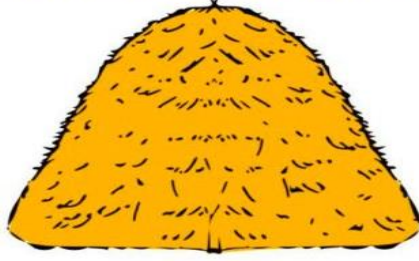
UPSELL

Buying A Cow?



Cow - \$500

Would You Like Some Hay To Go With It?



Hay bale - \$5

CROSS-SELL



How to Cross & Up Sell

4 Easy ways

To cross and Up Sell

Crossing selling and upselling are great ways to boost the average transaction value while also providing more value to you customers. Keep these 4 things in mind.

