



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.





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







How to Cross & Up Sell



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.

Don't try to sell your shoppers things they wont use. Be honest about the products and only recommend items that you know they'll love.



STAY TARGETED

KEEP IT HONEST



Each shopper is different. Pick up on preferences and learn what certain people like and dislike. Not everyone will like every item in your store. Be as picky as you can.

EXHIBIT THE VALUE





REWARD LOYALTY

Remind the shopper how a certain product will bring them value. Use anecdotal evidence from other shoppers or your own experience. Give your regular shoppers some extra value time to time. Introduce them to products that they haven't tried before to encourage future purchases.