

BENEFITS & TOOLS of Upsell Marketing

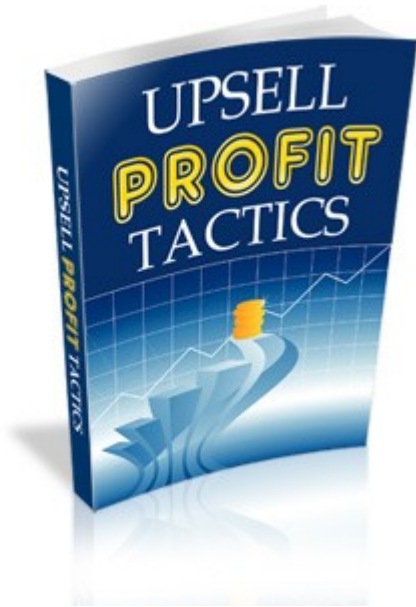


After You Read This Guide...You'll Have A Better Understanding Of The Benefits And Tools Of Upsell Marketing

To get access to techniques and in-depth information for implementing highly successful upsell marketing strategies into your business - I invite you to take advantage of this available resource.

Upsell Profit Tactics

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If you want to hit the ground running and begin implementing Upsell strategies into your business today, then you need to get your hands on a copy of my brand new 44-page guide: **"Upsell Profit Tactics!"**

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Upsell Benefits

In the world of offline retail sales, “upselling” is a given. Not doing it would be considered rather like taking your car out when the gas tank is on empty – and not bothering to visit a gas station because you’re hazily leaving the question of whether or not you get there and back safely to chance.

So why, then, do a surprisingly large number of internet marketers practice only a token smattering of upselling techniques?

And why don’t some bother to practice upselling at all?

This usually occurs for one of 2 reasons:

- The more experienced marketer is taking upsells for granted, thinking of them as “just” an extra sales opportunity
- The marketer who doesn’t upsell is brand new to entrepreneurship, having come straight from a “traditional” job. He or she doesn’t know a thing about them

Of the two groups, the former is by far in the most danger of losing real profits over a lifetime sales career. A new marketer will jump on the Upseller bandwagon the moment he or she has caught on to **what upsells are** and **how to do them**. And very often, new marketers

will take the time to learn the correct way to apply these upselling techniques.

A marketer with some experience will often fall into the bad habit of “copying” successful marketers whose offers he or she regularly receives. This translates into shoving the odd affiliate link (or – worse – lots of affiliate links) on every site page, list email or sales letter – without proper research, thought or attention to all the nuances.

But in spite of all those “*Automatic Income – Work Only 3 Hours A Week Like Me!*” ads you see, online marketing is exactly like any other trade in life: You have to know what you’re doing, and why, before you can reap the biggest rewards – or even make a modest profit!

And if you don’t bother to learn what you should be doing for success and how to do it, you can actually inflict permanent harm on your business.

Why Should You Upsell?

If you were a fairly new woodworker, you wouldn’t just grab a piece of sandpaper and energetically start scraping away with it on that \$1000 piece of rare Palo Morado “purpleheart” wood. You’d be checking with the boss, or anxiously searching online information, for the right sanding technique and sandpaper grain mil count, in order to do the best work (and the least damage) to your piece of priceless, irreplaceable rare wood.

You'd make sure you knew its specific gravity was a dense .77 before you ever put it on a lathe; and you'd check to see if you could use a carbide cutter – and which sort would give you the best results.

It's exactly the same with your internet marketing business. Do you want to be the master craftsman who deals in rare wood, perfectly finished (re-selling the valuable scraps to eager wood sculptors) – or do you want to be the “woodworker” who slaps up a couple of sheets of plywood, covers them with cheap veneer, and throws all the scraps in the garbage? (You can bet your life no one would bother buying from him again!)

Worse, would you want to be the master craftsman who does a flawless job, sells his product for less than he invested in creating it – and didn't even think of making double his sales amount by selling those scraps of wood to the right people?

Upselling is knowing how to generate multiple sales out of one single opportunity. It's selling our customers the main big ticket item – and then knowing how (and when) to offer them irresistible extras and/or impulse buys (the “candy bar” or magazine at the checkout counter).

But way more than that, upselling is using every opportunity **to add genuine value to a sale** by providing items or services that **enhance**

the customer experience by giving your customers what they need for satisfaction and success.

Upselling is an art. And it's one every salesman should master.

Benefits for the Internet Marketer

The benefits to internet marketers can be significant. Done properly and skilfully, **upsells and cross sells can:**

- Increase sales
- Increase profits
- Increase online status and visibility – especially when sales offers find you paired with more experienced and respected marketers
- Increase customer loyalty and trust
- Provide added value to customers
- Increase “Wow” factor in customer service
- Develop customer relationship “real estate”

Benefits For Your Customer

The best upsells should be, if anything, of **greater value to your customer than to you.** *This type of upsell:*

- Solves a customer problem
- Provides a much-needed key for making good products work even more easily
- Enhances the value and usability of your main-item product
- Makes the customer feel appreciated, important and respected
- Makes them feel as if they've found THE "go-to" guy for their particular area of interest

Tools You Will Need To Create Superior Upsells

One of your best tools should be a **thorough knowledge** of all the ways and means to create the best upsell offer for your product or service – one that shows your customer clearly **how much better life will be** if he or she chooses to add your upsell option to their purchase.

These include a knowledge of the following...

Positioning

You will need to be a master at positioning your upsell. If you were in a store, and a customer came to you looking to buy a printer, you wouldn't break off in the middle of showing him the nifty features on

that Canon IP3300 to try to upsell him a 3-pack of colored ink for it, would you?

There's a place and a time in retail to position that upsell. So it is in online internet marketing, too.

For example, 2 of the best psychological key moments to **position upsells**:

- At the "checkout counter" – **i.e.** on your checkout page.

Example: Just as your customer is about to hit the purchase button for your Premium WordPress Theme, she sees a checkbox, and sentence beside it saying *"Do you want to upgrade to a multiple license, for unlimited use on your own sites for only \$129.95?"*

And then another checkbox with: *"Do you want to upgrade now to a reseller license at \$179.95, so you can use MyPremiumTheme on all your customers sites too?"*

- As a seemingly casual "tag on" or "afterthought" upsell. (The key to this one is making it feel **natural**, and not forced.)

Example: *In the P.S. of your subscriber list email about copywriting mistakes, you add a simple line, "By the way, I*

cover this in more detail in Chapter 5 of my new book, "[The Instant Copywriter – Just Add Water And Grow](#)".

Sales Psychology

Knowing all the different **motivations and reasons** that people buy is a "must" for any internet marketer – whether you're talking about upsells or regular sales. *You will need to know about:*

- "Fear based" sales
- "Need based" sales
- What motivates **your** particular customer (Is it social status? A need for more free time? Need for better health? *Et cetera...*)
- What "triggers" work in selling to women
- What "triggers work better in selling to men
- What tactics don't work at all – and can actually **harm** your sales

(And a whole host more factors to consider!)

Applications And Software

A more concrete "tool" you might use, in conjunction with your use of sales psychology and positioning?

- Your actual **Shopping Cart**.

Example: Some of the best shopping carts allow you to an option right at checkout point to position your “checkout counter” **impulse buy** upsell. (*“Before you check out, have you considered adding the accompanying mini pocket version of “MyUltraCoolTravelGuide Handy Foreign Phrases” to slip into your pocket on the plane? Only \$4.95 extra...”*)

Example: Last minute “decide now or lose your chance!” **bonus buys and offers.** (*“Buy 2 or more copies of “MyUltraCoolTravelGuide” and qualify instantly for FREE SHIPPING, anywhere within the U.S. or Canada!”*)

Example: Positioning **affiliate offers.** (*“If you like travel, you’ll LOVE “101 Save Oodles Of Cash Travel Tips” by Monica Doogood! YES! Add this item now for only \$7.95”*)

Example: The ability to handle **coupons.** (*“Enter your coupon code or discount in the box for this one time only chance to receive your bonus copy of Volume 2 at HALF PRICE!”*)

There are also lots of offline tactics you can use also, to increase revenue from your upsell offers (budget clues, past customer purchase patterns, related products, etc.) And of course, there is are some simple “must have” components you will need on all your main sites – **sign up forms!**

Freebies

A great way to get subscribers to opt in to your list is to offer a freebie, using a sign up form. Can a freebie be used to generate upsells? Absolutely!

Once your new subscriber has swapped their email address (and permission for you to contact them – essential under the North American Can Spam Act) – you can legitimately not only email them new offers and suggestions, but you can include an upsell for your main product right on your “Thank You” or confirmation page:

Thank you for downloading “*MyHandyProductGuide Short Tips And Tricks*”. And as a further gesture of my gratitude that you took the time to check it out, I’m offering the first 100 subscribers a chance to purchase “*MyHandyProductGuide*” right now – at HALF PRICE! (Just keep this page open, scan through my “*Short Tips And Tricks*”, and click YES! if you think you’d love to take advantage of this offer.”

Cross Selling

We mentioned “cross sells” earlier. What are they?

A “cross sell” is nothing more than a related product you can offer your customer in addition to your main product or service. In online marketing, these are usually affiliate products.

A Final Thought

No matter what tools you employ, the best upsells are ones that make money for you and save money (or time, or trouble) for your customers.

Your upsell should be the most shrewdly tested and planned upsell it can be. As a dedicated internet marketer, hopefully you have enjoyed adventuring vicariously through your customer’s minds, so that you were able to bring him the very item he needed the most – one that he (and possibly you too, initially) would never have normally even considered.

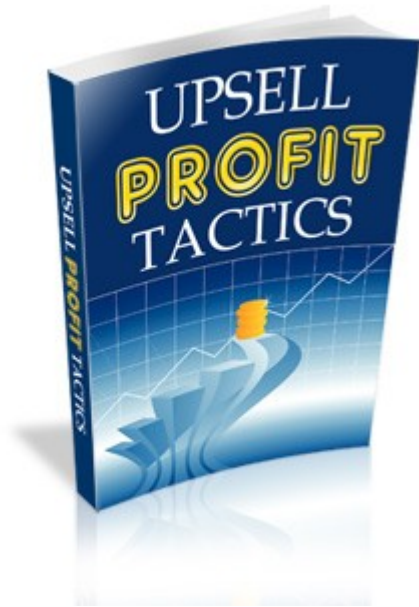
You see, upselling isn’t about making a few extra bucks.

It’s about **making the most of every opportunity.**

Wait! Before You Go, Scroll Down. . .

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You'll discover:

- **The best time to plan an upsell**
- The perfect moment to offer one
- **The crucial time to trigger an "impulse buy"**
- Buying signals - and how to catch them when you can't see your customer face to face
- **Selling styles - and knowing which one is right for you - and which works best in a particular situation**
- Adapting offline retail sales techniques to create valid internet marketing upsell opportunities
- **How to make it easy for your customers to choose to click on your upsell link**
- The 3 benefits of targeted upsells that every customer will love

- The 4 lasting benefits a single upsell can easily bring you

- 2 helpful options that will save your customer money - while lining your pockets

- 7 secrets of getting to know your customers inside out

- The single most powerfully growing hidden market you may be missing out on

- 6 ways to spot a premium upsell opportunity

- 7 "advanced" techniques that can turn you into an upsell guru
- "Hot" Buttons - and how to find them every time

- The single most fatal advantage to unwittingly discard

- What you need to know about the Can Spam Act

- When cross selling is actually illegal - and how to protect yourself from unwittingly being involved

- The secret techniques you can learn and adapt that Call Centers spent millions to develop

- The difference between up selling and cross selling

- The secret of really giving your customer a choice

- **What doesn't work when selling to men**

- What doesn't work when selling to women

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