UPSELLING

Rules of Upselling

1. Always have payment in hand
2. Timing is key
3. Know what to offer

Always have payment in hand, before you upsell

- Before offering more to buy, secure the original sale
- If a customer gets distracted and ask more buying questions, let them know "***absolutely, let me take care of this first and then I can show you that***"

Timing is KEY

- Ask quality questions (examples)
    - "By the way, just so you know, I'll be your Cutco guy/girl. I like to keep everything on your account for next time I see you. What would be the NEXT thing on your list?"
    - "The more you buy, the better deal I can get you. Just for fun, can I show you what it would look like?"
    - "Since you're doing this, if you wanted to do __, then I could do __"

Know what to offer

- Buying 1 piece
    - "Is it safe to say that if you like this 1 piece, that you would consider getting more pieces later?"

    - "We have a 5 piece package which is a better deal and can break it into 5 payments. Can I just show it to you just for fun?"
- Buying 5 piece
    - "Is it safe to say that if you like these pieces, that you would consider upgrading into a set next time?"
    - "Because we have (goals), can I show you what I could do if you did the set today instead?"
- Buying small/medium set
    - "Is it safe to say that if you like this set, that you would consider upgrading into the complete set next time?"
    - "Because we have (goals), can I show you what I could do if you did the complete set today instead?"