

Would you like fries with that?

**Up – Selling & Cross - Selling**

Introduction and Purpose	Three Types of Sales
Prepare the Objects For Sale	Three Successful Methods
First Things First	Rewards Required
Control the Sales Path	Questions and Answers!

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Up-Sell or Cross Sell on Every Call

*Nothing is so powerful  
As an Idea Whose  
Time Has Come  
Every Call Center is a  
Profit Center*

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**First Things First**

**Obtain a Buy-In**

The Buy-in Can Only Be Obtained If the CRM Agent:

- Believes in the Product or Service **AND**
- That to Add the Up-sell or Cross Sell Is a Service to the Customer.

Make Your Product Up-sell or Cross Sell Match the Need of the Customer.  
This Will Be All That Is Necessary for the CRM Agent to Buy-in.  
Compensate the CRM Agent for Any Sale.

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**First Things First – Things to Remember**

*If we don't sell it the Competition WILL*

**Customer is Already on the Phone!  
 Customer Already is Buying...  
 just Add-on!**

**Without Rules and Methods  
 Mediocrity Reigns**

**Use Words that Work for  
 The Customer and the Agent**

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**First Things First**

**Customer Will Buy if . . .**

- He/She
  - Sees the Value
  - Saves Money
  - Has a Need
  - Not Satisfied With Present Situation
  - Has a Hidden Agenda
  - Common Sense Prevails

**Never Underestimate The Buying Power of a Customer**

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**Prepare the Objects For Sale**

**Use Words that Work for Every Possibility and Every Person**

Product	Suggestions & Good Ideas!	Match This	Trial Close
Vitamins \$24.00	1. Free Delivery 2. Two for the Price 3. Monthly Delivery	Monthly Service with Automatic Shipping can save you \$\$\$	Would you like to have these delivered?
Fine Art \$2,500.00	1. Offer Framing at Lower Cost 2. Offer Suites 3. New Serigraph	You can have us match the frame to the ART for only ½ the Art Store Price	How would that work for you?

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**Control the Sales Path**

## L - A - M - A Technique



- L = Listen
- A = Acknowledge
- M = Make a Statement
- A = Ask a Question

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**The ART of the Question**

- Make a list of questions
  - Data-Base
  - Open-Ended
  - Closed-Ended
  - Compound
  - Alternate Choice
  - Trial Close
- Guiding Light
- Know the Difference

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**Control the Sales Path**

## Teach Call Control



**Explain It!**      **Demonstrate It!**

**Take the High Road  
Call Path Control**

**Script It Out!**      **Role Play It!**

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Three Types of Sales

## 1. Up Selling

**UP SELLING** is the process of stimulating the customer's thinking to include the possibility of buying a larger quantity or more materials than he/she originally envisioned.

*This is a way to increase the dollar value of each order, and it also provides a valuable service to the customer.*



For  
Just a  
Few Dollars  
More

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## Example Table - Up Sell

Customer	Suggestions Good Ideas	Acknowledge - Make a Statement	Ask a Question
I would like to order 16 towel racks.	1. Offer pkgs. of 20 for only \$2 more each. 2. Give \$ _____ Savings	Thanks for your order, MR. Smith. You can save \$40 if you get a package of 20 at only \$2.00 per additional rack.	How would that work for you?
May I order one month supply of Visibility?	1. Offer 90 days at 10% discount 2. Offer a 5% discount for a 60 day supply.	1. Great, I can take that order. You could also take advantage of a 10% discount if you buy a 90 day supply saving you \$16.00 2. You can save 5% /60 day supply that's a savings of \$8.	Would that work for you?

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Three Types of Sales

## 2. Cross Selling

**CROSS SELLING** is the Process of stimulating the customers thinking to include the possibility of buying items and or materials that are related to, or can be used with the items he/she called to place an order for, or purchased as a result of your outbound call.

*This is a way to increase the Product use by the customer and the dollar value of each order.*



Would  
You Like  
Fries with  
That?

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### Example Table - Cross Sell

Customer	Suggestions Good Ideas	Acknowledge - Make a Statement	Ask a Question
I would like to order 16 towel racks.	1. Offer pkgs. The hardware packets at a 20% savings today. 2. Offer Soap Dishes, too.	Thanks, MR. Smith, You know You can save \$35 if you purchase the hardware for those racks now. We also have Soap Dishes on special that match the towel racks.	Would either of those savings work for you, today?
May I order one month supply of Visibility.	1. Offer the new product MEMORY at a discount 2. Offer the pre-paid delivery savings	1. Great, I can take that order. You could also take advantage of a 10% on all your purchases today if you buy an additional supplement. 2. You can save 20% and get a FREE supply of vitamins if you use our automatic delivery system, too.	How about trying our MEMORY product?  Would that work for you?

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### Three Types of Sales

## 3. Down Selling

**DOWN SELLING is the assumptive type of sale usually made after the original product or service in the up sell or cross sell process has been refused by the customer.**

*This is a way to increase the dollar value of the order even if the up-sell was too high and/or cross sell did not appeal to the customer.*

Perfect,  
Then we'll  
just give you  
One of the  
Special Services, Okay?

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### Example Table – Down Sell

Customer	Suggestions Good Ideas	Acknowledge - Make a Statement	Ask a Question
I don't think I need any of the hardware.	1. Down sell the \$2 additional for the extra racks in one package	Mr. Smith, I understand, so I'll just send the 4 extra racks at the \$2.00 each savings.	Okay?
Doesn't want the 90 day supply at this time.	1. Sell the 60 at the discount 2. Give the money amount 3. Sell the building effect of the product.	Ms. Smith, Since you don't want the 90 day supply, I shall go ahead and save you 5% on a 60 supply. That's a savings of \$9.00. These supplements build in your system over time.	Will that work for you?

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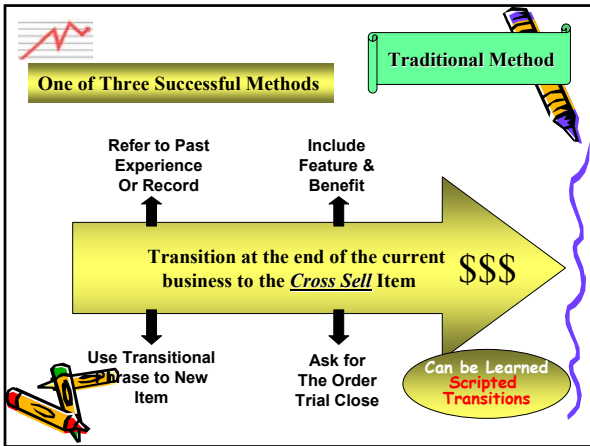
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**Example = Traditional Cross-Sell Method Service Environment**

Customer Says:	Suggestions and Recommendations	Acknowledge and make statements	Ask for the order?
Thanks for taking care of that.	Make a reference to past experience Give a Sales Message with F&B Make New Offer	Sure, Mr. Customer. Glad to help but before you go, I noticed that you haven't purchased our fantastic home owners policy that can: 1. Save you money 2. Give you one stop shopping and 3. Make paying for it easier on your account.	Would you like to have me send you an application? Or would you like to place an application right over the phone?

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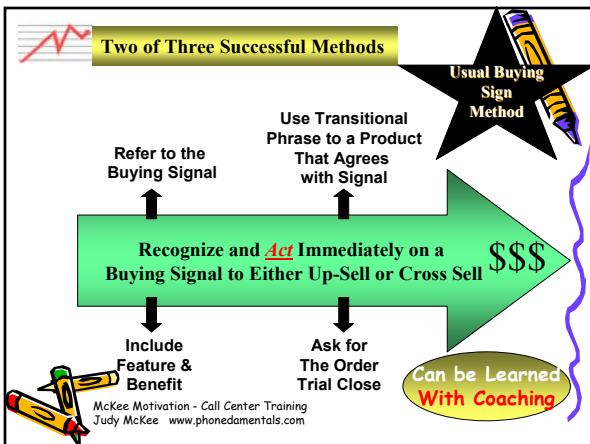
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**Example = Usual Buying Signal Cross - Sell Method**  
**Service Environment**

Customer Says:	Suggestions Good Ideas	Acknowledge and make statements	Ask for the order?
Okay, so I won't be charged for the interest. We just bought a new home and we just forgot to pay bills in the middle of moving.	When you hear the home owner buying sign Give a Sales Message with F&B Make New Offer	Sure, Mr. Customer. No problem we are glad to help. Since you purchased the new house, you may want to take a look at our fantastic home owners policy that can: 1. Save you money 2. Make paying for it easier on your account.	Would you like to have me send you an application? Or would you like to place an application right over the phone?

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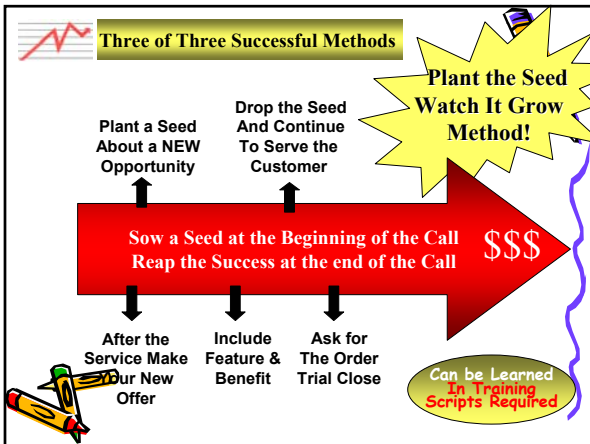
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**Example = Planting the Seed Cross - Sell Method**  
**Service Environment**

Customer Says:	Suggestions Good Ideas	Acknowledge and make statements	Ask for the order?
I have a problem with my account.	When you hear the customer give information, Plant the seed for other opportunities.  Plant the seed early in the call. It's easy to come back later.	Sure, Mr. Customer. No problem we are glad to help. After we do that I will give you some information on a brand new product we have that can save you time and money.  Okay, since that's all taken care of Mr. C. Let me tell you about this new product . . .	What is your account number please?

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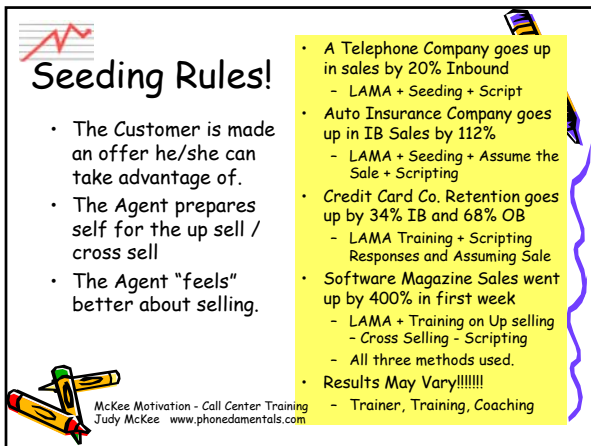
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**Seeding Rules!**

- The Customer is made an offer he/she can take advantage of.
- The Agent prepares self for the up sell / cross sell
- The Agent "feels" better about selling.

- A Telephone Company goes up in sales by 20% Inbound
  - LAMA + Seeding + Script
- Auto Insurance Company goes up in IB Sales by 112%
  - LAMA + Seeding + Assume the Sale + Scripting
- Credit Card Co. Retention goes up by 34% IB and 68% OB
  - LAMA Training + Scripting Responses and Assuming Sale
- Software Magazine Sales went up by 400% in first week
  - LAMA + Training on Up selling
  - Cross Selling - Scripting
  - All three methods used.
- Results May Vary!!!!!!
  - Trainer, Training, Coaching

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**Rewards Required**

**Compensation is in Order**

- ✓ **Compensate People for Doing What You Want**
- ✓ **Check Behavior and Pay for What You Want**
- ✓ **You Get What You Pay For**

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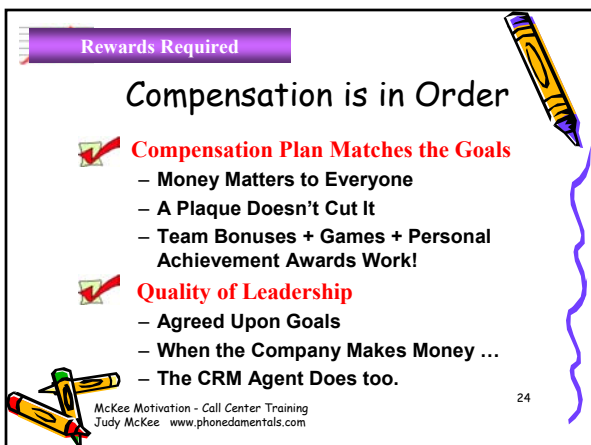
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**Rewards Required**

**Compensation is in Order**

- ✓ **Compensation Plan Matches the Goals**
  - Money Matters to Everyone
  - A Plaque Doesn't Cut It
  - Team Bonuses + Games + Personal Achievement Awards Work!
- ✓ **Quality of Leadership**
  - Agreed Upon Goals
  - When the Company Makes Money ...
  - The CRM Agent Does too.

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Questions and Answers!



# Ask Judy ...

E-mail: [McKee@phonedamentals.com](mailto:McKee@phonedamentals.com)



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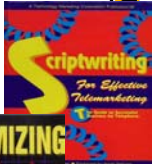
## Judy McKee Author and Trainer

**HISTORY & EXPERIENCE:**  
22 years in Tele-Business  
Training and Consulting

**Author of:**

- “Script Writing for Effective Telemarketing”
- “Maximizing Customer Contact”

**Teaching Customer Service Representatives to Sell  
A Survival Guide.”**



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## Train the Trainer

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