



23 Ways to Increase Your Average Sale:

Increasing your average sale is one of the cheapest and easiest ways to increase your overall sales for businesses that have been around for a while. Think about it there is no extra marketing costs, your overhead stays the same, you are simply getting those customers you already have a relationship with to spend more money with you. It's a no brainer for you and if you show value to your customer, it's really a no brainer for them as well.

1. Upsell – Encourage your customers to try a bigger size, better product, that costs more but will be more valuable to the customer
2. Cross sell – Would you like fries with that? Cross-selling is getting your customers to buy an additional product or service that will give them a superior outcome. What naturally goes with the product that you have that you think the customer needs for a better experience
3. Change the products you are selling – move from just selling cookies to selling cakes. Sell more products with a higher ticket item.
4. Talk to your team! Just talking about the average sale and discussing why it is important can bring the focus on to the average sale of each and every customer that you are dealing with.
5. Make your Team Accountable for growing the average sale and Celebrate Success!
6. Training – have your staff members who have the highest average sale coach those who have lower ones. Coaching does work!
7. Train your customers: What are other customers buying that they are not aware that you provide? Training our customers as to our products and services can go a long way to building our average sale because they already have a relationship with us!
8. Let your Customer Determine the budget: Often when we think for our customer we under guess what they want to spend. Give them the choice to choose how much money they have in their budget.
9. Create a bundle or package – putting products or services together can add value and drive the average sale up. What could you put together that would make dollars and sense?



10. Volume Discounts: Think about products or services that you can create volume discounts for and then go out and find customers that would like those larger amounts!
11. Point of Purchase – What are you trying to sell to your customers when they are hot and heavy and ready to pay? Customers at the point of purchase have been primed to buy and are ready to consider other purchases.
12. Impulse Items: According to a study by the Integer group in 2012 60% of people buy something that they weren't planning to on any given shopping experience
13. Proper Signage Sells- Studies have shown that by providing signs explaining benefits you can sell more product to your average customer, thereby increasing your average sale with less cost than an additional sales person
14. Demos sell but demos with less varieties of product will sell more than a demo with more varieties of product!
15. Flash Sales – Having a sudden sale of a hot item can get your customers wanting some of it. Find out what kind of deals that you can put on that will be profitable and excitable.
16. Premium Services- Your customer might be willing to pay more for premium services, think about what you could offer that could be “premium”
17. Warranties, Support, and Maintenance- What can you offer that your customers would pay for at the time of your sale?
18. Training- How about selling training for your product or service. I have a client that doubled his average sale with training!
19. Payment options- Paying more can seem like less when you offer a payment option. Would you rather pay \$2400 or \$199/ month?
20. Start by showing the highest priced product first- Studies show that when we show the highest priced product first as opposed to the lowest, we can often increase our average sale by as much as 40%
21. Testimonials and Celebratory endorsements- the fact that others are using a premium product can reduce the risk for prospects and increase your average sale



22. Coupons placed at the point of purchase on premium products can really make a difference as to what product your client will choose
23. Raise Your Prices- When all else fails, raise your prices. You should be regularly looking at your pricing anyways to ensure that your margin is not slipping and you are not underpricing your product or service.