

## How To Get Your Staff Upselling and Cross Selling

1. Know your products: You need to have your staff understand what your products and services are and how they are used. By knowing the difference between various products and services you can take your customer to the best one knowing full well that it will be the best value for them but not necessarily the cheapest.
2. Understand your customers- Ask lots of questions. What are they using the products for? What is their budget? What is the underlying problem? What caused the problem? What is the pain it is causing not solving this issue?
3. Have your staff trained in sales
4. Think about why the customer would like the bigger size. What will be the benefit to them? Will it be savings, energy, time, convenience?
5. Think about what the customer is going to need with that product or service. Are there things that the customer will also need with the use of that product or service? What naturally goes along with this product or service?
6. Suggest those things to the customer
7. Tell the customer what products you use or others frequently buy together with that product or service. Usually customers that buy that product find that they get better results if they combine it with ...
8. Get the customers to physically hold or try the product
9. Give them compelling reasons but always let the customer make the decision