

## Anything else I can sell you?

At KFC – “would you like fries with that?” – at our local Post Shop – “do you need stamps with that?” – at McDonalds “Would you like a dessert with that order?” – at the petrol station “would you like me to check your oil and water?” ... more and more businesses are latching on to the need to always upsell, Upsell, UPSELL. Let's face it, if a member of your front line staff is doing his job well, he will always be looking to add value to a customer purchase.

Perhaps it's a matter of highlighting a special that might relate to the sale – look for items that enhance or complement the purchase. Selling a linen package with a new bedroom suite. Hose attachments with a new hose and sprinkler system.

It's the truth that a man looking to buy drill, doesn't want a drill, he wants a hole. He might come in looking for a drill, but he might also be in the market for a shelving unit, or paint, or sandpaper (or a sander), nails, hammer etc. If your staff are trained to be customer focused, they'll learn this information in general conversation and can anticipate future needs or extras to meet, or better still, surpass customer expectations.

It's also a question of who is doing the following up? It's easy at a low level for the sales person to handle these on the spot, but when the lead can develop to a more expensive item; your business needs to have a plan to follow up.

Once the idea is planted in a customer's mind, you need to know how you'll follow up. If your staff member isn't going to do it, who will? Will he refer it to another department? Which one? Does your salesperson know who to pass the information to?

Do you know how your customer will ask for information? If he asks for it by email, have you got the information in an electronic format? Be prepared and ready to respond whether information needs to be sent by post, phone, fax or email. If you write your own resources, make sure they have a reference and a version date so you know it is the most up to date version available.

Don't forget – if you're going to email documents to your customer, can they be changed? Can they be used by a competitor? Make sure your great ideas and bargains are secure and can be protected from changes.

Following up leads and building on enquiries should become a habit. If a customer makes a reservation with you for a wedding, then a year after there's an anniversary. If you keep in touch there might be a booking for more anniversaries, or a child's christening, birthday or housewarming.

Upselling has the obvious advantage of picking up extra add-ons, but more importantly it's good customer service. By meeting or anticipating future requirements customers remember the good experience and are more likely to recommend and return for more!

### And finally...

Three salesmen were bragging who is the best.  
The first said he was so good he sold a color television to a blind man.  
The second bragged he sold a HI-FI stereo system to a deaf man.  
The third said he sold a Cuckoo clock to a blonde lady.

The other two said, “so what?”  
The third salesman added, “along with the Cuckoo clock, I also sold her one hundred pounds of bird seeds!”

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